

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLIX, No. 12

NEW YORK, DECEMBER 19, 1929

10c A COPY

PROTECTION



A MOTOR PARTY wrecked three thousand miles from home, aided by Aetna's local representative—an embezzler trapped in a far corner of the world—the loot of a thief made good—the victim of a highway robber reimbursed—the completion of a gigantic engineering feat assured through insurance. Such dramatic happenings as these feature the story of Aetna service as unfolded in Aetna advertising. ★ Aetna advertisements reach into every nook and corner of the land, telling of the insurance coverage offered by this greatest of multiple-line insurance companies—its almost universal representation, its prompt, efficient settlement of every just claim. ★ Aetna advertising, by visualizing Aetna protection—the minimizing of virtually every form of insurable loss—is quickening the welcome of Aetna representatives and adding materially to the appreciation of insurance as an institution.



N. W. AYER & SON, Inc.

Washington Square, Philadelphia
NEW YORK BOSTON CHICAGO
SAN FRANCISCO DETROIT
LONDON, ENGLAND

PRINTERS' INK

Registered U. S. Patent Office

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Vol. CXLIX

NEW YORK, DECEMBER 19, 1929

No. 12

Has Advertising Become Too Professional?

I—Craft-Conscious Copy

By Brian Rowe

Account Executive, J. J. Gibbons, Ltd. (Advertising Agency)

[Editorial Note: The first three articles in this issue of PRINTERS' INK are all on the same subject: "Has Advertising Become Too Professional?" All three manuscripts came into our editorial offices within a single week. Each is written by an advertising agency executive.

We believe they bring to the fore an advertising problem which, from the viewpoint of timeliness and importance, is second to none. The problem is timely because during 1930 advertising will be scrutinized for results as closely as it was in the days of Powers, Kennedy and others of that galaxy of advertising stalwarts who believed that advertising was supposed to do just one thing—sell. It is important both because it is timely and because it marks a fork in the road that leads to advertising's future. Should the industry take the wrong turn, it will be a long time beating its way back to where the right turn begins.]

It is always dangerous to proclaim, with a sweeping gesture, that advertising is trending this way or that.

Fortunately advertising is not ruled by that unity of inspiration which characterizes woman's

dress. In the dress trade, Paris decrees, and the world humbly, and to the best of its ability, obeys.

Fortunately, I say, there is none of this Mussolini touch in advertising; there is not a single source which sets the style for a hypnotized following. There are too

many creative mentalities at work in independent spheres . . . there is too much freedom of individual thought for there to be any slavish copying of an ordained style.

Consequently, when I arrested the soup spoon of my friend, the art director, midway between his bouillon and the entrance to his appetite, with the statement that advertising was getting too craft-conscious, I knew I was rather hoping to enliven a dull day with the sparks one can usually count on when one rubs minds with an artist, than expecting to be allowed to get away with such a sweeping announcement.

And yet even in the more judicial atmosphere of my study at night, I am still wondering whether there is not some shadow of truth in my extemporary suggestion.

It is not difficult to detect, in any current publication, and particularly those whose appeal tends toward class rather than mass, a sufficiency of advertising that smacks

Is present-day advertising becoming too professional? Is some of the vital, rugged forcefulness and persuasiveness of advertising being polished away by too much interest in the nicer points of craftsmanship?

Is advertising looking too perfect, too machine-made? Is it losing those evidences of sincerity and spontaneity that real art always shows?

too much of the clever ad-crafter, and too little of the man who is engaged in the desperately serious business of getting an idea into the public mind. If I may use an analogy, the actor seems a little more inclined to play to the gallery than to interpret the mind of the dramatist. There is perhaps a little more cleverness displayed than was usual a few years ago, and a little less sincerity of purpose; more intrusion of craft, and less mindfulness of the ultimate purpose of what is being done. It is harder to feel, after reading the most advanced advertising of the day, that one has a very clear picture of what is in the advertiser's mind, and easier to mark the tricks of the trade that have been employed in creating the advertisement.

"Brain Wavers"

I am reminded of an *ipse dixit* of Sir William Crawford, made at the Atlantic City convention of the then A. A. C. of W. in 1923, when, with a curiously British idiom, he remarked that "the day of the brain-waver in advertising has passed." He was, of course, referring more to the "clever" sloganizer and the "idea" man than to the copy writer, the visualizer, and the artist. But he was making a point which was in all ways similar to that which is in my mind—that cleverness is less effective than fitness for purpose.

One notices a great deal of copy that reads too much like clever copy, and too little like the urgent belief of the man who wrote it. I am always most moved by copy when it has a simplicity and directness about it; when it seems that the writer had something on his chest which was burning him up, and had to be said because he felt that the world must know about it. I am a great deal less impressed with a conjunction of polished phrases, plucked, not from the vital currency of daily life, but from that remote treasury of dead gems which seems to be at the disposal only of copy writers.

One notices a great many compositions which seem to suggest the visualizer strutting his stuff, and showing the boss that he is worth

his salary. Tricky compositions—new shapes, new arrangements; devices chosen more for their novelty than for their usefulness. Patterns that catch the attention, but deny passage to the hasty reader who would glean the meaning of the page. Signatures cleverly placed from the point of view of balance but misplaced from the reader's point of view. Headlines that are satisfying to the pride of the typographer, but hindrums to the easy flow of the sense. Typographical tricks that evoke pleasant compliments when the "boys" are lunching together, but ignore the fact that one of the primary functions of advertising is to inform an uninterested public.

And lastly, one notices, too rarely, that look of honesty and sincerity which sat so definitely on some of the simpler advertisements of the old-timers. There is, as I write, an advertisement of the Ford company running—an unadorned announcement—which has this same honesty of look about it. How stalwart it looks against its more fussy brethren, so tricked out with the adornments of the clever craftsman!

One comes back inevitably to the old tag: *ars est celare artem*. Self-effacement is the hallmark of art in the general, how much more should it be of advertising art in particular!

For, as printing is the means of traffic between the author and the reader, so is advertising an avenue of approach from the advertiser to his public. As typography in the making of a book is most effective when it effaces itself, and leaves the mind of the writer lying stark on the page, so is advertising most effective when it does least to impede traffic between the mind of the advertiser and the public.

Advertising is not performing the function for which its creators are (however inadequately) remunerated when it becomes a piece of unrelated self-expression by the various craftsmen concerned. A good ad-crafter should have to many different things to express worry about self-expression. Perhaps he should end up by having no personality at all, having lost



Today's business "be-
strides the narrow world like a
colossus." And advertising . . .

As one of the six largest advertising agencies
in the world, this company sees business prob-
lems with eyes focussed on world horizons.

Our nine offices in the United States and
Canada—our branches in London, Paris and
Frankfort, o. M.—are not alone sources of
information on local conditions. They are
focal points to which come all that is most
progressive in advertising technique.

McCann may well solve a sales problem in
London with an idea originated in San Fran-
cisco and first applied in Toronto—all under
this company's supervision.

But despite our size and the scope of our
activities, we are so organized that every ac-
count has the personal direction of one of
our principals and the service of first rank
advertising men. Do you know our record
for *holding business*?

• The H. K. McCann

COMPANY • ADVERTISING

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • LOS ANGELES • SEATTLE
DENVER • MONTREAL • TORONTO • LONDON • PARIS • FRANKFORT, o. M.

in a lifetime of expressing other people!

There is, to the true craftsman, a great joy in losing himself in the expression of other characters, as there is to an artist on the stage.

A love of self-expression is quite definitely a vice in an ad-crafter, be he typographer, writer, visualizer or artist. Who would welcome a talking machine which makes it evident that it is doing a clever job in turning scratches on a record into sound waves? Who enjoys a radio that has to remind you that it isn't the real voice speaking to you by inserting a little caroling of its own?

In reading printed things, one should see words, not type. In reading advertising, one should see the story, not the vehicle by which it is expressed.

The well-dressed woman always looks as if she dressed without fuss or bother—her studied simplicity makes you see, not what she wears, but what she is.

Dramatic gestures in type or layout are often a handicap. Talkative typography is disastrous. When you are trying to talk to 1,000,000 people at once, and your typography starts talking, too, your chances of success are very slim indeed.

Spend a moment with your memory, gentle reader. How many advertisements do you remember for some clever stunt of ad-craft, and how many for what they said? Said Whistler, "Finished work shows no trace of work." A perfect advertisement is like a perfect window pane, through which you look without noticing it.

"Great printing," said Holbrook Jackson, "even when it is gay printing, is always austere—because, although a craft in itself, print is not a thing in itself; like a picture, it is a bridge between creator and assimilator, between author and reader. . . . Graciousness, friendliness, dignity should be there, but always unobtrusively. Self-effacement is the etiquette of good printing." And may I add, good advertising?—realizing, of course that attention value may be obtained without obtruding signs

of craft consciousness on the reader.

James Russell Lowell speaks of "that exquisite something called style, which, like the grade of perfect breeding, everywhere persuasive and nowhere emphatic, makes itself felt by the skill with which it effaces itself, and masters us at last with a sense of undefinable completeness."

It is well admitted that most writers go through at least two stages in the matter of style. At first they are craft-conscious; they make an obvious effort to achieve style; they are more concerned with the choice of word, with rhythm, cadence and harmony than with what they have to say. Gradually they pass from this phase; they master their craft; they forget style, because it becomes a natural part of them; and their thoughts can then flow white-hot from the crucible of their minds, unimpeded by the search for the right crystallization in expression.

Very Little Craft Twenty-five Years Ago

It would, in a general way, be true to say that twenty-five years ago there was very little thought of craft in advertising. That was before the day of the artist in advertising, before the advent of beauty to typography, before the coming of the skilled visualizer.

In those days, advertising was effective because those who were charged with its creation were essentially aware of its urgent purpose. It was not artistic; there were few real craftsmen working at it; but it knew what it was trying to do.

Then came the artists and the craftsmen; the specialists. They have brought the much needed beauty to advertising; but being artists, they are a little fond of self-expression; and being specialists, they are not always so essentially aware of the bigger purpose of the ultimate work in which their craft has to play its part.

Consequently one is able sometimes to see a certain conflict between the desires of the specialists and the aims of the advertiser;

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orough Trading Area Coverage Through One Newspaper!

Over a Million Lines in Radio

MORE than one million lines of radio advertising in The Milwaukee Journal in eleven months and eleven days! Almost twice the volume for the same period last year! That's just one of the many 1929 Milwaukee Journal records—more evidence of the exceptional buying power of the rich Milwaukee-Wisconsin market and the unmatched selling ability of this newspaper.

Build increased sales in the reliable Milwaukee-Wisconsin market in 1930—and do it at one low advertising cost through the newspaper reaching more than four out of five Milwaukee homes and better homes throughout Wisconsin!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

18 National Accounts Used The Journal Exclusively in 1928!

certain obtrusiveness of the part, which mars the effective unity of the whole; a certain lack of that self-sacrificing effacement which is the ultimate expression of art.

"You," said Demosthenes the orator, to Aeschines his rival, "make them say, 'How well he speaks!' I make them say, 'Let us march against Philip!'"

P. F. Holden with Remington Quotation Board

P. F. Holden, formerly with Sears, Roebuck & Company and the General Motors Corporation and, more recently, vice-president of Clarence Sullivan & Company, Chicago, financial advertising, is now assistant to the president of the Remington Automatic Quotation Board Corporation, New York. He is in charge of advertising and sales promotion.

D. J. McCarthy to Direct Goodyear Sales in Canada

D. J. McCarthy, assistant sales manager of the Goodyear Tire & Rubber Company of Canada, Ltd., has been made general sales manager of that company. He has been associated with the Goodyear company for the last seventeen years.

W. C. Benson with Erickson Agency

Willard Chesleigh Benson, formerly with the F. Wallis Armstrong Company, Philadelphia advertising agency, as account and copy executive, has joined The Erickson Company, New York advertising agency.

A. N. Day Joins Beecher-Maxwell Agency

Arthur N. Day, formerly with Fuller & Smith, Cleveland, and, more recently, with the Emery Advertising Company, St. Louis, has joined Beecher-Maxwell, Inc., St. Louis advertising agency.

Brockland & Moore Agency Changes Name

The name of Brockland & Moore, Inc., St. Louis advertising agency, has been changed to Ralph Moore, Inc. The change is one of name only.

Appoints D'Arcy Agency

Lambert-Fesler, Inc., St. Louis, maker of Dew Deodorant, has placed its advertising account with the D'Arcy Advertising Company, of that city. This appointment is effective January 1.

Norwich Pharmacal Appointments

The Norwich Pharmacal Company, Norwich, N. Y., has appointed Young Rubicam, Inc., New York advertising agency, to direct the advertising of Pepto-Bismol and Amolin. Kelly, Spill & Watkins, Inc., also of New York, has been appointed to direct the advertising of the company's Unguentine Rectal Cones and Antoinette Donnelly Specialties.

The Canadian advertising of the Norwich company will be handled by Bowman, Hoge, Ltd., Toronto advertising agency.

Corson Kneezel, Advertising Manager, Kolster Radio

Corson Kneezel has been appointed advertising manager of the Kolster Radio Corporation, New York. He formerly was with Evans, Kip & Hackett, Inc., New York advertising agency. Previously he had been with Foster Kleiser on the Pacific Coast.

Appoint Wightman-Hodgins Agency

The Refractory & Engineering Corporation, the St. Joseph Lead Company and the Filtrators Company, Inc., all of New York, have appointed Wightman-Hodgins, Inc., advertising agency of that city, to direct their advertising accounts.

G. V. Lowrie with H. K. McCann Agency

G. V. Lowrie, until recently secretary and business manager of Crowell, Crawford & Williams & Company, Inc., Chicago advertising agency, has joined the Chicago office of The H. K. McCann Company as space buyer.

Meyercord Account to Vanderhoof

The Meyercord Company, Chicago, manufacturer of decalcomania signs and decorations, has appointed Vanderhoof & Company, of that city, as advertising counsel, effective January 1. Magazine and business publications will be used.

Sterling Silversmiths Guild to Kenyon & Eckhardt

The Sterling Silversmiths Guild of America, New York, has appointed Kenyon & Eckhardt, Inc., New York advertising agency, to direct its advertising account.

C. C. Winningham to Open London Office

C. C. Winningham, Inc., Detroit advertising agency, will open an office in London. E. L. Slater will be manager.

IOWA PLANS TO PAVE THOUSAND MILES IN 1930!

Governor Tells Hoover Iowa Is Behind Him.

Iowa will build approximately 1,000 miles of paving on its primary road system in 1930, and grade 400 miles of the remaining 600 miles of the system not now graded Governor Hammill wired President Hoover Monday.

\$30,000,000 Expenditure.

Such a program will call for the expenditure of about \$30,000,000, according to the governor, of which \$26,000,000 would be used for paving and \$4,000,000 for grading.

Such a speeding up will result in shortening the period in which Iowa will get a system of roads second to none in the country by at least a year. Iowa now has approximately 2,400 miles of primary road paving and 3,300 miles of gravel, which means that 85 per cent of the primary system is surfaced.

2 out of every 3 families in the central two-thirds of Iowa read

*The Des Moines Register
and Tribune*

Over 230,000 Daily

Has Advertising Become Too Professional?

II*—Institutional Copy Is Taken for a Ride

By David G. Ritchie

Secretary, Heaton-Paschall, Inc. (Advertising Agency)

WHAT does the present-day trend toward institutional advertising mean? Why have so many manufacturers ceased to sell the products they make, and instead begun tooting their own horns? Why has so much copy become vague and general—so devoid of the kind of selling appeal that makes one want a product for its merits, and its merits alone?

Here the public is being told of the great resources behind a certain maker of automobiles. There it is being told of the happy "family" which a certain clothing manufacturer employs six days out of the week. Again, the public is quite stoutly informed that this concern, being the oldest and having a background of a half century, just can't help turning out better stuff than competitors. Do our friends, the ultimate consumers, want to buy out the manufacturers, or do they want to buy the best products at the best price?

Good-will is a great thing—its attainment is very often worthy of large appropriations. But there are numerous cases where good-will can be best founded on fair-dealing, on service, on the sale of quality merchandise at reasonable prices. Advertising that can sell goods, quite naturally sells the good-will of the manufacturer at the same time.

In many cases, institutional campaigns are fully justified, necessary and profitable. But there seems today to be such a widespread epidemic of this sort of thing that its power and glory is waning. When over-worked, institutional advertising weakens itself. That's just one of the old laws of economics.

What a pleasure it is these days

*The first three articles in this issue are all on the same subject: "Has Advertising Become Too Professional?"

to sit down and read a piece of copy which, straight from the shoulder, tells the advantages of a given product, how it is made—what it will do—and how it does it. How refreshing and stimulating is copy that tells its story with punch—with gusto. Before the work is done some copy writers make you want their products—and make you want them badly! And yet these writers never wander from the bounds of truth. They possess that rare ability to transmit to others the enthusiasm they feel. Such writers invariably get a response from their readers in actual sales that institutional copy must labor overtime to obtain.

Another tendency less rarely justified is the lackadaisical copy which seems to assume that buyers are going to flock to counters asking for the advertised product even though no real stimulus is given. In other words, much copy today says a few unimportant things to tie up with a wildly imaginative heading, then puts forth a little effort to create a desire and close possible sales.

When you get right down to it, good copy appeals are no different from what they used to be. Advertising is still selling in print, and copy that runs along smoothly, giving facts about the product in an interesting fashion, ringing true, smacking of honest sincerity, is the copy that gets the orders.

Advertising that can sell a given product naturally infers the capability and the trustworthiness of the manufacturer. Why spend thousands of dollars telling prospective buyers about something that interests them very little? It's what the product will do, that concerns them—not shares of stock in the company.

Most institutional advertising is beautifully written. Its rhythm

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Another
great company
recognizes trends
in Florida as reflected
on the sales record, and now

CRANE

Company becomes the builder of a
southeastern office-showroom-warehouse
building in Jacksonville. In Florida because
of the growing importance of the state in wealth
and development; in Jacksonville because here is the
industrial and commercial center of the far southeast.
And it is in Jacksonville that advertisers find their
basic approach to city and state buying-power, through

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

and power leave one gasping. But when everyone's doing it, which manufacturer shall we patronize? They all seem to be wealthy, prosperous, supplied with plenty of pleasant workers, having at their command untold resources and facilities. Such copy leaves most readers in a quandary. It depresses them with a knowledge of their own insignificance.

The job of advertising is more than simply getting a manufacturer's name before the public eye—although that is of vital importance. It is more than breeding good-will. It must, of necessity, be nothing less than honest-to-gosh selling. And selling can't be done as well with whispers as with a he-man voice.

Institutional advertising (when wrongly or prematurely used) owes its insufficiency to one of two things:

First—a false impression. This impression, often formed by advertisers, is that because they spend so many thousands of dollars saying to the public—"Here we are—come and buy"—the public is going to come a-running. If such were the case, we'd all be out of jobs. Competition has given birth to institutional advertising, but this kind of advertising alone is unable to keep a manufacturer in the running.

Second—a weakness. It's much easier to talk generalities than it is to dig in, find selling ideas, and then sell them. There are many concerns which have grown weary of their own advertising, and in a moment of weakness have resorted to an institutional campaign as the grand and glorious way out of the difficulty. The fallacy in this instance is evident.

There is one way—and only one way—of selling to the average buyer. Any good salesman will tell you that this way is to create a desire in the prospect's mind by the judicious application of enthusiasm to the story of "how, where and why," so that the benefits to be derived from the article seem to exceed the price that must be paid.

Advertising's job is to create that desire.

To Publish New German Newspaper

The Illinois Staats Herold Publishing Company has been incorporated at Chicago to publish a German language evening newspaper for that city and vicinity, with a Sunday edition which it is planned is later to have national circulation. The first edition of the daily will appear January 31, and will be known as the *Chicagoer Tageblatt*. The weekly edition, which has recently started publication, is known as the *Illinois Staats Herold*.

The new corporation, of which Ernest L. Klein is general manager, has taken over the personnel, assets and good-will of the *Chicagoer Herold*, which suspended publication. Egmont Sonderling is business manager and E. K. Sahlmann, advertising manager. Julius Klein, executive editor of the Winona, Minn., National Weeklies, German publishing syndicate, will also be the chief editorial advisor of the new publication.

Neva-Clog Account to Bates Agency

The Neva-Clog Products Company, Inc., Bridgeport, Conn., manufacturer of Neva-Clog stapling pliers, No-Ring notebooks and Neo-Clip binders has appointed the J. D. Bates Advertising Agency, Springfield, Mass., to direct its advertising account. Business papers and magazines will be used.

Frank McCullough with Young & Rubicam

Frank McCullough, formerly an account executive with Batten, Barton, Durstine & Osborn, Inc., and the Federal Advertising Agency, Inc., has joined the merchandising staff of Young & Rubicam, Inc., New York advertising agency.

Kolynos Appoints Jordan Advertising Abroad

The Kolynos Company, New Haven, Conn., manufacturer of Kolynos tooth paste, has appointed Jordan Advertising Abroad, Inc., to direct its foreign advertising. This appointment is effective January 1.

Coal Account to Wales Agency

Burns Brothers, New York, distributors of coal, have appointed the Wales Advertising Company, Inc., of that city, to direct their advertising account. Eastern newspapers will be used.

Zenitherm Account to Croot Agency

The Zenitherm Company, Inc., New York, wall and floor materials, has appointed the Samuel C. Croot Company, Inc., advertising agency of that city, to direct its advertising account.

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THANK YOU MR. BABSON

We have received your Babsonchart and Barometer Letter of December 2, 1929 and thank you for it.

You have told far better than we are able, the story we have been trying to get over to Eastern manufacturers ever since the recent activity of Wall Street, namely, that the farming districts are the ones which are going to produce sales during the period we are entering, and the concerns which sell to the farmers may expect better business during the next year or two.

This condition should place Oklahoma in the spotlight of sales activity during the next two years, for 73.4% of its entire population is rural. This rural population in Oklahoma subscribes to and reads the Oklahoma Farmer-Stockman. Manufacturers who advertise in The Oklahoma Farmer-Stockman may look forward to increased sales here.

Again we thank you, Mr. Babson, for your December 2nd report.



191,661 ABC CIRCULATION

The OKLAHOMA FARMER-STOCKMAN

OKLAHOMA CITY, OKLAHOMA

THE OKLAHOMA PUBLISHING COMPANY

The DAILY OKLAHOMAN-WKY-OKLAHOMA CITY TIMES

National Representative: E. Katz Special Advertising Agency

POSITION— DOMINANCE—

Ordinarily—the price of preferred position is disturbingly dear—the cost of advertising dominance is prohibitive.

In Midweek—low rate, generous editorial allotment and small-page size combine to offer every advertiser in its pages clear, uncrowded place—and the user of page units a dominance unattainable in other media at many times the cost.

Add to these—the attention value of color available in even the smallest units and you have an opportunity for distinctive, forceful advertising, it will pay you to investigate.

MIDWEEK THE CHICAGO

Chicago's Newspaper

**Advertising
Representatives:**

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Joseph R. Scolaro
3-241 General Motors Bldg.

SAN FRANCISCO
C. Geo. Becker Ltd.

Without Premium CB—Within Reason

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ditorial 450,000 Chicago and
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active, ending time budget. No
to in- tional magazine—mass or class—meets even
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FEATURES DAILY NEWS

's Newspaper

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SAN FRANCISCO
C. Geo. Krogness
cker 1st Nat. Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

Member of The 100,000
Group of American Cities



2,000,000 Lines Automotive Advertising Achieved by News

For the first time in Detroit newspaper history the 2,000,000 line mark in automotive advertising for any calendar year or lesser period was achieved by The News. Comparing this preference among automotive advertisers for the various newspapers, The News is shown to have printed 2,000,642 lines up to but not including December 8, while the second medium carried 1,579,966 lines, and the third medium 1,041,516 lines. This leadership in automotive advertising reflects the singularly thorough coverage of The Detroit News. Reaching four out of five Detroit homes taking any English newspaper, The News alone adequately covers Detroit—a fact of intense significance to the present purchasers of advertising space.

Advertisers in The News' annual Auto Show Number published Jan. 19 should make their reservations early.

The Detroit News

THE HOME NEWSPAPER

New York Office:

I. A. Klein, 50 E. 42nd St.

Chicago Office:

J. E. Lutz, 180 N. Michigan

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Has Advertising Become Too Professional?

III*—Advertising and Selling by Ritual

By Frank James Reynolds

President, Albert Frank & Company (Advertising Agency)

AN interesting bit of direct-by-mail was received at my home address a few weeks ago. It described briefly a rather expensive apparatus. It fitted in with certain vague plans I have for adding to the convenience of my city apartment. I filled in the business reply card.

The nattily dressed salesman who called at my office a few days later greeted me in the cheery manner of a successful, though long misplaced, cousin who had been intending to look me up for years. Before he had placed his camel's-hair coat on a convenient chair, I learned that he knew two members of my golf club. As he settled himself in the chair beside my desk and placed his left gray spat on his right knee, he referred humorously to the fierce battles he had won and lost at bridge with one of my best clients.

We were getting along right jolly. The beginning of a beautiful friendship seemed imminent. I had the feeling that the next time he laughed he would put his hand on my knee. I uncrossed my legs and moved closer to my desk. It was a busy day for me. I had already postponed one appointment that had promised to be prolonged. I asked about the apparatus.

He told me that his company was not only the oldest but the largest manufacturer in the field. The finished product represented the experience of um-teen years. Installations had been made in both the country homes and city apartments of certain business men who are prominent in Wall Street and Fifth Avenue. He named them all. That reminded him of what the wealthy and well-known Mr. So-and-So told him when he had called at his

home in Westchester last month to ask if everything was satisfactory.

It was at this point that my secretary reminded me that I must terminate our tête-à-tête. I mentioned that I had been anxious to learn whether a satisfactory installation could be made in my apartment. He graciously handed me a book—forty-eight pages of 10-point—and promised to call again.

He has telephoned twice. I have not found it convenient to make another appointment. Perhaps, sometime, I may find time to read the book. I doubt, however, that it will give definite information. The floor plan of the apartment building in which I live is somewhat peculiar. The salesman did not impress me as one who is equipped to answer technical details relative to the proposition he represents. And so I have put the matter aside temporarily.

A good salesman would have sold me something in the twenty minutes I wasted that morning. I was ready to talk business, furnish full particulars relative to my requirements and give careful consideration to definite facts and details. Even if I had not given an order at the time, the information probably would have resulted in a later sale.

This experience reminded me of something that had occurred to me before, i.e., that poor salesmanship and advertising which fall short of the mark have much in common, just as there is a definite similarity between good salesmanship and good advertising.

A great deal of money is being spent for advertising that is open to the same criticisms that may be directed against my friendly salesman. He is one of that great majority of salesmen who, in some degree, too obviously display the tricks of their trade. He follows

*The first three articles in this issue are all on the same subject: "Has Advertising Become Too Professional?"

certain rites which faulty or, perhaps, superficial observation has led him to believe are fundamental requisites of successful selling. With one eye closed, you can predict with almost perfect accuracy what his next move is going to be. Some advertising is just like that.

Poor salesmanship and ill-advised advertising probably are based upon the same faulty premises and conclusions. As indicated above, the error may be traceable to a superficial study or consideration of really essential elements which, in my opinion, make for good selling and effective advertising.

The men whom I consider good salesmen have full information about the product or service they have to sell. They tell me what I want to know—how my needs will be most satisfactorily filled. They are interested in what they are doing. They give me the impression that they have studiously applied themselves to learning their job. Particularly I have in mind a certain insurance salesman and a security salesman. I present my problems quite frankly and have come to rely upon their expert counsel.

These salesmen do not employ the obvious artifices of salesmanship. If anything, their other customers and prospects must share my feeling that they are endeavoring to learn how they may be of service. They have the confidence of their customers because they have shown that they deserve it. They move with easy assurance, and any display of friendliness is accepted as genuine.

The poor salesman imitates the easy assurance. That is all that he has noticed about the technique of the good salesman. Or he is too lazy to labor for success. The more high-pressure the type, the more likely his assurance will be of the bubbling-over, back-slapping and knee-tapping variety. You learn about his golf score and handicaps on the first visit. He mentions his wife's first name on the second. The third time he calls he wants to take you to a show. But, if you wish to learn definite facts about his product, a

conference must be arranged so that he may bring someone else along. Essentially, I am not interested in a salesman's home life, but in the product or service he has to sell.

The poor advertisement, likewise, attempts to step its product into the front line without presenting an adequate basis of fact. Many years ago, professional advertising men were able to convince the great majority of advertisers that customers were not interested in a factory's home life. Certainly not beyond the point where it may affect the merchandise. Many an advertiser suffered genuine pain when the picture of a factory was removed from his advertisements. That was so long ago, in fact, that I have forgotten how many windows there are in a certain biscuit factory. Yet, it is probable that many hundreds of thousands of dollars were spent in advertising that fact before the advertiser began using his space to tell the public about the biscuits.

There are many die-hards among advertisers, however. Deletion of the picture of the factory now is rather generally conceded. The photograph of the "founder," with sideburns, with rare exceptions is absent. Nevertheless, a great deal of white space and type is employed to paint pictures of the factory in words—facts relative to size, age and "how good we are"—rather than giving pertinent information about the product.

Advertising which extols the following of the product, rather than its merits, is, from my point of view, only an adaptation of the picture of the factory. If it should be announced that Babe Ruth and Greta Garbo smoke only the Whoosie cigarette, I suppose that I should be convinced. But if, next month, I learn that Queen Marie and Peggy Joyce have a decided preference for another brand, that would put me in a most disturbing quandary.

Millions of dollars are spent each year by the tobacco companies. But, with the exception of the initial advertising of one manufacturer, I have yet to read an advertisement which presents a

Dec. 19, 1929
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definite reason why a certain cigarette is of good quality, or which might leave me with the impression that it might be less injurious than another.

I have been told that prime cigarette tobacco is obtained from a certain part of the leaf or plant. To the best of my memory, however, only one advertiser has tried to capitalize the care exercised in the selection of tobacco. Then, this was deserted for a catch-phrase. Secret processes are extolled. If less secret, the advertising might be more convincing. I am advised to be nonchalant. And I smoke only when I am nervous.

An amazing amount of money is being spent for advertising space whose compelling and practically sole feature is attention value. Beyond that point, it sags. Just as did my friendly salesman. Both the advertisement and the salesman should make a pleasing entrance. Both, also, should tell me what I want to know. While salesmen need not cost much on unproductive sales, each advertisement costs a definite amount of cash. It should sell the consumer something—definite and convincing facts or, at the least, a favorable impression, for a favorable impression may represent a half-made sale.

Good advertising need not employ bizarre display. It does not require unusual oddities of type. Such extremes detract from a frank, straightforward and confidence-inspiring presentation of fact. Companies which have consistently adhered to such a work-a-day conception of the job their advertising should do, have found that, over a long period of years, their investment in white space has yielded a certain and ever-increasing return. Prominent among the score of outstanding examples which readily occur to me are: Campbell's Soup, Crane Valves, Ivory Soap, Rolls-Royce, General Electric and Canadian Pacific.

The other advertising sells, I am told. "The proof of the pudding," etc. I know that many advertisers insist upon changing their copy accordingly. Many examples of rapidly increased sales volume, re-

sulting from advertising which I have criticized, are available. I admit it. The poor salesman, too, may say something loud enough and often enough so that he will influence purchases. The poor salesman may, primarily by selling his personality, produce a temporarily large volume of sales. Advertising, that is basically inferior, also has been successful for a period of time. The test is whether it holds the customer. Does he repeat? Next year? And the year after that?

The objective of all good salesmanship is not to make a sale but to make a customer. The best advertising, likewise, should endeavor to make customers through the medium of a first sale. If an advertisement makes a first contact or sale through employing the more usual tricks of the trade, the probabilities are that it falls short of the objective of all good advertising. A sale may be made, but another advertiser who is employing basically sound advertising principles has an even better opportunity than before to make that purchaser his customer.

H. G. Greenfield with J. Walter Thompson

Harlan G. Greenfield, recently an account executive with the Elmer H. Doe Advertising Agency, Louisville, Ky., and at one time with Charles Scribner's Sons, New York, has joined the J. Walter Thompson Company, Inc., at Chicago.

B. C. Hawks, President, U. S. Playing Card

Benjamin C. Hawks, president of the Standard Playing Card Company, Chicago, since 1906, and a director of the United States Playing Card Company, Cincinnati, has been elected president of the latter company.

Heinn Account to Burns-Hall Agency

The Heinn Company, Milwaukee, manufacturer of loose-leaf binders, has placed its advertising account with the Burns-Hall Advertising Agency, of that city.

The net profit of the Kelvinator Corporation for the fiscal year ended September 30, 1929 amounted to \$1,221,383, after all charges. This compares with a net loss for the previous year of \$999,821.

Out of the Huddle—Into the Play

Which Way Do We Run from Here—Forward? Or Shall We Tear Out the White Bathrooms?

By Roy Dickinson

DR. JULIUS KLEIN, Assistant Secretary of Commerce, made a happy remark when, addressing the National Survey Conference, he said, "The nation is now looking to you business men to get out of the huddle of conferences and play ball." Where do we go from here? is what the country is asking the business executives who have been issuing statements from Washington.

The sounds which count from now on are the tinkle of cash register bells, the clang of shovels and the noise of men working and working intelligently.

When we read that it is work which counts, let us apply it to executives, as well as to the men who work under them, because many an executive gives lip service at the shrine of work and prosperity and then goes home and cuts wages. What a man says in public and does in private are often two entirely different things.

Intelligent, far-sighted action on the part of management is the thing the public wants. The Assistant Secretary of Commerce, in another happy phrase, told management at the conference that today, with communication facilities as they are, "unseen millions will get a play-by-play report of your decisions and particularly of your actions." And particularly, it is to be hoped, of the actions of management that affect the purchasing power of America's millions. Any period of business uncertainty is a challenge to every manufacturer to put more brains and intelligent effort into his business. Real intelligence tries to overcome by better management what others try to accomplish by wage reduction. It is well to keep that fact in mind.

It is in those industries farthest removed from the consumer in selling and merchandising that unemployment, low wages, wage reductions and layoffs are the rule. It

is in those industries close to consumers, whose owners and managers have kept within their own hands the processes of selling, that forward-looking management, high wages and full-time employment are the rule rather than the exception. It is, therefore, a reassuring and a gratifying report which came out of Washington at the end of the huddle. In the first place, President Hoover summed up the conferences by saying: "All of these efforts have one end, to assure employment and to remove the fear of unemployment." Then he said, "A great responsibility and a great opportunity rests upon the business and economic organization of the country. The task is one fitted to its fine initiative and courage."

A few days later came the gratifying news of the appointment of the committee authorized by the conference. Twenty men were named to serve with Mr. Barnes. The membership of this force, which has already been labeled the General Staff of Industry, is most interesting. No less than eighteen of the twenty-one men may be said to be those whose philosophy of business and whose business activities have been close to the consuming power of the masses. They are not men far removed from the final market. Here they are:

Owen D. Young, chairman of the board, General Electric Company, and Radio Corporation of America, New York City.

Thomas W. Lamont of J. P. Morgan & Co., New York City.

Clarence M. Woolley, chairman of board, American Radiator and Standard Sanitary Corporation, New York City.

Walter C. Teagle, president of the Standard Oil Company of New Jersey, New York.

Cornelius F. Kelley, president of the Anaconda Copper Mining Company, N. Y. C.

Myron C. Taylor, chairman of the finance committee, United States Steel Corporation, New York City.

Paul Shoup, president of the Southern Pacific Railroad, San Francisco.

When *One* Equals *Three or Four*

Every newspaper sold counts *one* on the A. B. C. statement. But, to the buyer of advertising, one *home* reader is generally worth *three or four* of the strap hanging, headline scanning variety.

The Indianapolis News is 97% *home delivered!* It is because your advertising message is delivered directly into this exceptionally high percentage of 136,000 Hoosier homes . . . and read at a time when the family purchases are being discussed . . . that, in advertising,

The News . . . ALONE . . . Does the Job!



The
INDIANAPOLIS NEWS

sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:

DAN A. CARROLL
110 East 42nd St.

Chicago:

J. E. LUTZ
Lake Michigan Bldg.

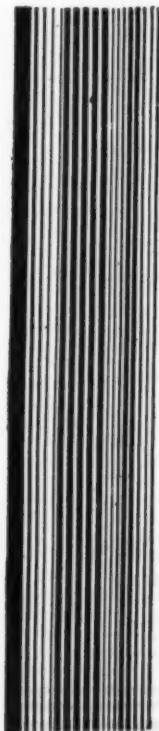


27

of America's leading advertising agencies

... whose names appear on the facing page, purchased New York Evening Journal Color for one or more of their clients during 1929. These are agents who do not buy space on guesswork.

The 41 products using Color pages in the Evening Journal this year are in the front rank of fast sellers here. This list of agencies is in itself a composite testimonial to the power of Journal Color to build consumer acceptance in America's greatest market. Does your 1930 schedule adequately provide for complete coverage of Metropolitan New York?



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Batten, Barton, Durstine & Osborn	H. K. McCann Company
Blackett-Sample-Hum- mert, Inc.	Newell Emmett Company, Inc.
Blackman Company	Olson & Enzinger, Inc.
Conklin Mann, Inc.	Riegel & Leffingwell, Inc.
Erwin Wasey & Com- pany, Ltd.	Robinson Lightfoot & Company, Inc.
Gotham Advertising Com- pany, Inc.	F. J. Ross Company, Inc.
Charles C. Green Adver- tising Agency	Smith, Sturgis & Moore, Inc.
Joseph E. Hanson Com- pany	Street & Finney, Inc.
E. W. Hellwig Company, Inc.	J. Walter Thompson Company, Inc.
Charles W. Hoyt Com- pany, Inc.	United States Advertising Corporation
H. W. Kastor & Sons Advertising Company	Williams & Cunyningham Williams & Saylor, Inc.



NEW YORK EVENING JOURNAL

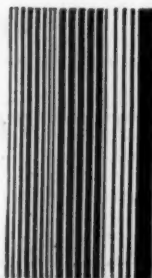
One of the
28 HEARST NEWSPAPERS
read by more than
twenty million people

NEW YORK, 9 East 40th St.

Represented Nationally by the **Rodney E. Boone Organisation**

NEW YORK—International Magazine Building
CHICAGO DETROIT ROCHESTER
PHILADELPHIA BOSTON

Member of International News Service and Universal Service
Member of Audit Bureau of Circulations



**Christmas greetings
and a hearty
New Year's wish
for added prosperity
to Rodney E. Boone
and the Boone men
from
The Detroit Times
—one of the
Hearst newspapers
represented
by this able
organization.**

"THE TREND IS TO THE TIMES"

Henry H. Robinson, president of the Los Angeles-First National Trust and Savings Bank, Los Angeles.

James Simpson, president of Marshall Field & Co., Chicago.

Elbert L. Carpenter, president of the National Lumber Manufacturers Association, Minneapolis.

Pierre S. du Pont, chairman of the board, E. I. du Pont de Nemours & Co., Wilmington, Del.

George Horace Lorimer, editor of *The Saturday Evening Post*, Philadelphia.

Alvan Macauley, president of the National Automobile Chamber of Commerce, Detroit.

Stuart W. Cramer, director of the Cotton Textile Institute, Cramerton, N. C.

Silas H. Strawn, chairman of the board, Montgomery Ward & Co., Chicago.

Lewis E. Pierson, chairman of the board, Irving Trust Company, New York City.

Walter S. Gifford, president of the American Telephone and Telegraph Company, New York.

John G. Lonsdale, president of the American Bankers Association, St. Louis.

Charles Cheney, president of the National Industrial Conference Board, Manchester, Conn.

Harry Chandler, publisher of the *Los Angeles Times*, Los Angeles.

Owen Young, Clarence Woolley, Walter Teagle, George Horace Lorimer and Harry Chandler are all men who have dealt first-hand with buying power, who know and have always stated that mass production depends also on mass consumption.

Thomas Lamont was sending out advertising copy for Pond's Extract and Peters' Chocolate long before he was a banker. Cornelius Kelley is one of the men who brought the copper industry close to the masses of the people by his activities in the Copper and Brass Research Association and by his consistent advertising of Anaconda to build up in the masses of people a knowledge of copper and its uses.

Mr. Carpenter has had the viewpoint regarding lumber indicated by the co-operative campaign.

The du Pont industries have created new uses by advertising them.

Mr. Gifford, Mr. Macauley, Mr. Lonsdale, Mr. Cramer, Mr. Cheney and Mr. Strawn are all men of the same school. Paul Shoup's railroad has been a consistent advertiser. Julius Barnes, himself, is the man who took full-page space in newspapers during a previous pe-

riod of depression to tell the world that his factory would open and stay open, paying full wages to the entire force. He put his Klearflax linen rugs on the map at a time when many other business men were pulling in their horns.

It is important to point out that this committee knows what advertising is, what it can do and what it has done. The direction we go from here depends very largely upon which philosophy of management wins out during the next year or so.

During the past few weeks there has been a new philosophy, a new slogan, clamoring for attention and demanding that its proponents be heard and heeded.

This new school of economists is calling for industrial equilibrium. At the annual meeting of the Taylor Society, held in New York this month, industrial equilibrium was called a "subject that is now challenging the best brains of government and business." Professor Wesley C. Mitchell, director of the National Bureau of Economic Research, which prepared the fact-finding report for President Hoover's committee, offers one meaning for this word with which every sane man must be in accord. His definition of equilibrium, or the technique of balance, is the business of making the industrial engine run more evenly. He wants business to go ahead on a steady progression rather than by surges. But, another group of economists and certain writers have run off with this word "equilibrium" and put a totally different meaning on it. Since they are presuming to advise this new committee on industry and point out the way that business must run from this point on, let us see what they are driving at.

Thus, the editor of *Financial Chronicle* runs an editorial called "The Equilibrium of Supply and Demand." The editor disagrees entirely with Mr. Ford's theory of high wages as a method of increasing the purchasing power of our principal customers, the American people. Says the editor, in speaking of wages as purchasing power:

"These formulas dashed off in the excitement of a Conference are not quite what they seem." "Mr. Ford thinks that the purchasing power of the people is below their need," he continues, "but that is a broad question in economics. If we are to increase wages that purchasing power be increased to supply all that the people think they need, we soon pass from need to want. It is true that demand induces supply. The secret of all advertising lies just there. . . . We cannot raise wages indefinitely." Then note this: "Nor can we turn luxuries into necessities without limit. Consequently, there is a definite point where the equilibrium, between supply and demand is established. To go beyond this in the interest of over-production or under-consumption is to create disorder and artificiality. . . . To beseech a man to buy what he does not need at the time is to destroy the equilibrium of supply and demand. . . . We have reached the end of artificial stimulants to business."

Economists of that school believe we came to the end of a definite cycle with the end of the inflated stock market. They use the word "equilibrium" to strike the largest blow that has been struck so far at what has made America prosperous in the past. Wages have been going up for some hundreds of years and are probably going to continue to rise. These writers cannot deny that the rise in wage-earning has not been as great as the productivity of industry since 1923.

The Natural Result of Competition

This does not overlook the fact that there is over-capacity and cut-throat competition in some industries. It has seemed pretty easy for a concern to get in the radio business, for example. But there is no need of suggesting that we must adopt a new national policy because of this. The net result of such a situation is fewer people making better merchandise, and it comes about as the natural result of competition. There were many more people making automobiles years ago than there are today, and yet more automobiles are turned

out by better equipped concerns.

Advertising, according to this definition of equilibrium, must stop making people dissatisfied, stop making them want something better and newer. This type of thinking does not lead to equilibrium—it leads to retrogression. It is suggesting by inference the cutting, rather than the raising or stabilizing of wages. In direct opposition to the stand taken by the conference at Washington, this type of thinking labels an automobile, a radio set and many other products which the masses have come to want and have gone out to earn by working for them, luxuries.

It was only a few years ago that the family which had invested in a new, modern and well-equipped bathroom, called the neighbors in to see it—much as the proud workman of today who buys a new car, a new radio set, or a new electric refrigerator wants to show it to his friends. Advertising, the motion pictures and the press have had more to do with raising the living standard of millions of people than any other forces. By making people dissatisfied with the old and the out of date and constantly reiterating the fact that the masses were entitled to a better standard of life, they have held up goals of desire and bid them run for them.

It has been said that every foot of American film exported has been worth a dollar to the manufacturers of American products. By holding up good-looking homes, well-equipped and with labor-saving devices everywhere, American motion-picture producers, like the American advertisers, have made the masses of Europe and the rest of the world dissatisfied with many of their archaic and outworn discomforts.

The fundamental purpose of advertising has been to create this same sort of divine discontent among the wage workers and the agriculturists of America, among the white-collared men, among those receiving salaries, among the whole mass of our population. That is why I am gratified to see on the new committee, which has such a rare opportunity before it, the names of so many men who

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THERE WAS A TIME when printing was just printing. Except for the few who really knew something about types and letter-press, people were not choosy.

In recent years this has all been changed. Today the man in the street and the lady of the house are both keenly alive to the difference between the good and the not-so-good, in printing as in all else, and they react accordingly.

We would be glad to review some of your printed pieces and to make any suggestions for their betterment that may seem to be in order.

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue, New York

know the fundamentals of advertising, who know what its main purpose has always been and what has been its effect upon the economic well-being of the masses of our people. It has created those big desires, which have led to more production, which have led in turn to more wages, more purchasing power and the highest level of prosperity the world has ever seen.

The proponents of the new equilibrium theory, who want to maintain a fine balance between what they say are needs, and the normal demand, seem to me to be definitely putting us on the road backward.

There are toiling millions in England, in Europe and the rest of the world who have looked upon our civilization and found it good. They are beginning to think big thoughts, to raise themselves from the low level of existence to which so many of them have been sentenced for life. They have raised their eyes and are out running for those goals of desire which have been placed before them. Is it not far better to spread this conception of desires which can be fulfilled, to the four corners of the earth and so increase by leaps and bounds the standards of living of millions of people? See what Japan was able to accomplish in this respect in one decade. Is this not a better policy than a static conception of equilibrium, a statement that "we have in fact reached the end of artificial stimulants to business"?

Where shall we go from here—forward, spreading an idea which would bring happiness and better living standards to millions of people the world over, or backward—buying only the bare necessities of life, getting rid of our automobiles, our radio sets and tearing out our white bathrooms as we drift into a period resembling the Middle Ages?

The personnel of the committee of twenty-one, the new business cabinet of America, with an opportunity such as has seldom faced any body of men in the economic history of our country, makes it quite certain, to me at least, that they will never subscribe to any such policy of "equilibrium." I submit, therefore, that this group

might strive, by every means in its power, to spread the gospel of more work, more goods, more wants, a higher standard of living. Remembering the saying that one inch added to the shirts of the Chinese would keep the textile mills of America working night and day, I suggest that they call into consultation some of the best brains among the motion-picture producers, the advertising agents and the press. Their sub-committees will soon be formed, two leading members of the press are already on their main committee. Let them sell to the world the high-wage doctrine of America with its dependent high-purchasing power, its strivings for something better all the time.

The press of America, the motion pictures, advertising—three powers in which this country is unquestionably pre-eminent, can be used from here on to help raise the aspirations and the living standards of millions of toiling masses and quicken the economic pulse of the world.

Georgia Newspapers Combine to Publish Farm Section

Thirty-six newspapers in the agricultural centers of Georgia have combined in a group to publish the *Georgia Farmer and Fruit Grower Section*, newspaper tabloid size. This agricultural section will be issued co-operatively every month and will be devoted to news in the farm field.

The editorial direction of the Georgia Section will be in the hands of Frank R. Hammett and Charles M. McLennan who are also in charge of the *Florida Farm and Grove Section*, issued in a similar way by fifty Florida newspapers.

Richard Barrett with Doremus

Richard Barrett, formerly national advertising manager of the *Seattle Post-Intelligencer*, and, more recently, an account executive at New York with Erwin, Wasey & Company, has been appointed assistant Pacific Coast director of Doremus & Company, advertising agency. He will divide his time between the Los Angeles and San Francisco offices.

A. L. Wenzel with Harley L. Ward

A. L. Wenzel, who has been in business for himself at Cincinnati, has joined Harley L. Ward, Inc., publishers' representative, Chicago. He was at one time with the Cincinnati *Post*.

IN NOVEMBER THE EVENING WORLD GAINED 40,903 LINES

This is particularly significant when you consider that *all* other standard size evening papers lost during the same period.

Business is good with The Evening World because the progress of this foundation newspaper is based on the stability and the substantiality of a reader group drawn from the *buying* class in *all* income groups.

The Evening World

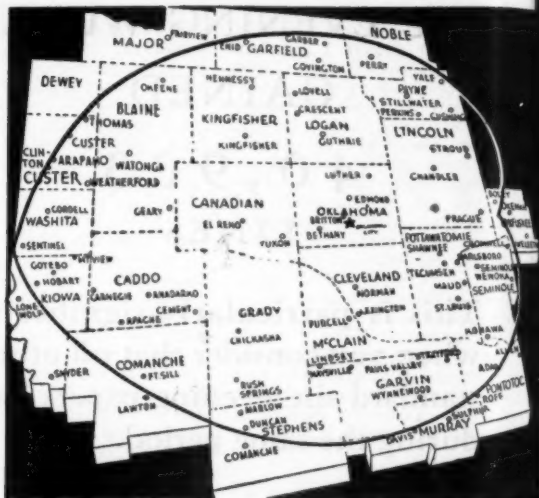
New York's FOUNDATION Newspaper

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER
CHICAGO

GEN'L MOTORS BLDG.
DETROIT

Here's Something



The Oklahoman and Times have 143,122 circulation in the Oklahoma City Trade Area, as compared with the 137,743 combined circulation of all 20 other dailies published in the same territory, including the third Oklahoma City newspaper. The Oklahoman and Times not only thoroughly cover Oklahoma City, but they give the advertiser 5,379 more circulation in the Oklahoma City Trade Area than the 20-paper combination, plus nearly 36,000 circulation outside the Oklahoma City Trade Area, but in Oklahoma.

The Oklahoman and Times national rate is about one-half as much as compared with the rate of \$11.35 an inch for the combined dailies in the Oklahoma City Trade Area (Standard Rate and Data Service, December, 1929).

Besides having a smaller total circulation than the Oklahoman and Times (at twice the advertising cost), the 20-paper combination, to justify its use on a cost basis alone, would have to double immediately the present sales of advertisers in this territory. Obviously the Oklahoman

Remember

Times offer the most efficient coverage of the Oklahoma City Market—MORE circulation—more EFFECTIVE circulation—more effective circulation at HALF THE RATE!

Advertisers concerned with the cost of advertising find it low, when charged against sales made by the Oklahoman and Times in all the 26 counties of the Oklahoma City Market.

The Oklahoma City Market, outlined at the left, is approximated by the territory indicated by the J. Walter Thompson Company's "Retail Shopping Areas" as tributary to Oklahoma City, and by the Department of Commerce's "Map of Wholesale Grocery Territories". The Oklahoma City Market is confirmed by the A. B. C., and it is endorsed by wholesalers and jobbers in Oklahoma City as conforming closely to their own layout of wholesale distribution.

The Oklahoma City Market is a part of no other city, tributary to no other city. No outside metropolitan city penetrates here to the extent of even 1%.

The 68-mile Oklahoma City Market is easy to travel, easy to sell to, to distribute to, and is covered by one newspaper buy, The Oklahoman and Times,—the only METROPOLITAN newspapers that even CLAIM to cover it. The Oklahoman and Times now have 188,763 daily, and 116,186 Sunday (November daily paid average, 1929), 78% of which is concentrated in the 68-mile trade territory.

Daily copies of the Oklahoman or Times are read by 90% of the families in Oklahoma City. In the trade area they reach into 226 towns where they reach 45% of the families.

The Oklahoman and Times ALONE are big enough to do a thorough selling job in this area at ONE low advertising cost.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The OKLAHOMA PUBLISHING COMPANY
— THE OKLAHOMA FARMER-STOCKMAN — WKY

10th Ward, Chicago; Detroit, Illinois; 1 King Street, Birmingham, Alabama; Kansas City, Mo.; St. Louis, Mo.; Dallas, Texas.

MORE evidence of the *present* productive power of The Free Press.



THIS from A. E. Burns & Company, one of Detroit's largest retailers of shoes:



"YOU will be interested to know that the Burns Foot-saver event of 1929 advertised in The Detroit Free Press sold in a period of a little over a week, 932 pairs of shoes."



"ORDERS came in from all over the state for this event. As this was the first Foot-saver event ever staged

at this price, and only three advertisements were run, the results were very gratifying to us."



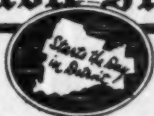
NOTE that only three advertisements were run. They were about a quarter page each. Average sale for each advertisement, 310 pairs of shoes at \$8.45 per pair.



MORE than a quarter million families daily, more than a third of a million Sunday.

The Detroit Free Press

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Charles H. Stoddard—54 Years an Advertising Man—Dies

Member of Munsey Organization for Forty-seven Years, He was Famous as Builder of Men

ON Thanksgiving Day Charles H. Stoddard, for forty-seven years manager of the Frank A. Munsey Company's Western office at Chicago, left for a brief visit to Florida. His office associates had persuaded him, against his own inclinations, that he needed a rest. "All right, boys," he said, "I'll go, but I refuse to stay very long; you may expect me back here two weeks from next Saturday."

He was back in Chicago on the day he had indicated; but that was the day of his funeral. He died at Hampton Springs, Fla., on December 10.

Mr. Stoddard, who was seventy-five years old, had been actively engaged as an advertising man for fifty-four consecutive years. After he had finished his first quarter-century in advertising, his many friends in the profession gave him a testimonial dinner in Chicago. Twenty-five years later, on September 21, 1925, he was honored at another such dinner which was attended by representative publishers, advertisers and agents of the nation, who assembled to pay him a tribute such as is given to few.

Mr. Stoddard started his advertising work in 1875 in New York when he became advertising manager of the *Sunday School Times* and *Baptist Teacher*. Later he sold space in a syndicate of mail-order papers and then was an advertising agent in New York. Among his accounts were Moody & Sankey's gospel hymn books and Warner Bros. corsets.

In September, 1882, he became

associated with Mr. Munsey in the publication of *Argosy*. In 1886 he went to Chicago as Western manager of the Munsey interests, and this was the position he held at the time of his death. As showing the difference between that day and this, when he arrived in Chicago he found that the leading advertisers of the city were the manu-

facturers of organs, Mason & Hamlin and Estey; the second largest advertisers were the proprietary medicine companies and the mail-order houses ranked third.

Pre-eminent among his contributions to the development of advertising was his success in building prominent men.

"I might not have remained in my profession," said Albert D. Lasker, chairman of the board of Lord & Thomas and Logan, "if it had not been for the kind help, patience and

guidance of Charlie Stoddard. I met him within two weeks after I went with Lord & Thomas. He knew I was a young man who wanted to make my way in advertising; and there was hardly a week when he did not have me to dinner at his house. He acted as guide and counsel and inspiration."

Gilbert H. Hodges, member of the executive board, the New York *Sun*, one of Stoddard's "boys," once said that "without a doubt Charlie Stoddard has placed more men in lucrative advertising positions than any other man in the business, not because of his years but because of his ardent desire to help others."

This subject of the outstanding figures in advertising whom he has



Charles H. Stoddard

hired, trained and developed was the only one upon which Mr. Stoddart would claim any great personal credit. He always insisted that he was not much of an advertising man himself but that he had built others who were. Among his former employees whom he often mentioned fondly were Mr. Hodges; Lee W. Maxwell, president of the Crowell Publishing Company; Hubert B. Fairchild, advertising manager of the New York Sun; William H. Mann, former general manager of Marshall Field & Company; H. K. Clark, Western manager, New York Sun; Arthur G. Newmyer, associate publisher, New Orleans Item and Tribune, and Arba Irvin, business manager, Tulsa Tribune.

A. H. Payne Joins Educational Advertising Company

A. H. Payne, formerly treasurer of the Outdoor Advertising Agency of America, Inc., New York, and, prior to that, with N. W. Ayer & Son, Inc., has joined the Educational Advertising Company, Inc., publishers' representative, New York. He will have charge of advertising sales and sales promotion on Peabody School Book Covers.

Appoints John L. Butler Agency

D. G. Yuengling & Son, Pottsville, Pa., brewers of cereal beverages, have appointed the John L. Butler Company, Philadelphia advertising agency, to direct their advertising account.

Death of G. L. Wheelock

George L. Wheelock, treasurer, since 1914, of the Century Company, New York, and director of its book-publishing business, died recently at New York. He was sixty-three years old. He had been with the Century company since 1890.

Now With New Orleans "Times-Picayune"

Charles Ray, formerly of the J. Walter Thompson Company, Inc., Chicago office, has joined the promotion department of the New Orleans Times-Picayune.

With Federal Agency

Miss Helen Taylor, with the Association of National Advertisers for twelve years as head of the general data department, has joined the research staff of the Federal Advertising Agency, Inc., New York.

Pacific Northwest Newspapers Again Re-elect J. F. Young

The Pacific Northwest Newspaper Association, at its recent meeting, re-elected J. F. Young, business manager of the Spokane, Wash., *Spokesman-Review*, as its president. This marks Mr. Young's tenth term in that office.

F. J. Burd, managing director of the Vancouver, B. C., *Province*, was re-elected vice-president; W. G. Hooker, *Spokane Chronicle*, was elected secretary and S. R. Winch, business manager of the Portland *Oregon Journal*, was elected treasurer.

New directors elected include W. V. Tanner, publisher, Seattle *Post-Intelligencer*; W. E. Hartmus, business manager, Portland *Oregonian* and J. A. Dickey, Jr., general manager, Butte, Mont., *Post*.

Appoint Milwaukee Agency

The Gilson-Bolens Manufacturing Company, Port Washington, Wis., has placed its advertising account with Advertisers' Service, Inc., Milwaukee. Approximately twenty-five agricultural and horticultural publications will be used in January and February to advertise this company's lawn mowers and garden tractors.

The Gill Paint Company, Wisconsin Rapids, Wis., and the Kromer Cap Company, Milwaukee, have also placed their advertising accounts with Advertisers' Service, Inc. The Gill Paint account will use farm papers and the Kromer Cap account, railroad magazines.

H. L. Eves to Direct Poster Publications

Harold L. Eves, for the last year and a half manager of the business relations division of the Outdoor Advertising Association of America, Inc., Chicago, has been appointed editor and manager of *The Poster and Outdoor Advertising Association News*, both published by the association. He succeeds Clarence B. Lovell, who has resigned.

D. B. Mindlin Joins R. J. Potts Agency

David B. Mindlin, for the last nine years an account executive with the Kansas City office of the Potts-Turnbull Company, Inc., Chicago advertising agency, has joined R. J. Potts & Company, Kansas City advertising agency, as vice-president.

Long Beach "Sun" Advances George Rice

George Rice, classified advertising manager of the Long Beach, Calif., *Sun*, has been appointed advertising manager of that newspaper. He succeeds B. J. Abraham, who has joined the advertising staff of the San Diego, Calif., *Sun*.

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So My Secretary Says, "Why Not Tell 'Em About Automobiles?"

WHICH IS a grand and glorious idea. You see, I've got so many intriguing promotion stories to tell you about this here exceptional newspaper that it's gettin' harder and harder to pick the one which carries the greatest wallop! . . . *Motor Cars*, says the young lady at my left—and frankly—after checking with good old man Media Records—I can testify that she picked a *wow*. List to *this*, Llewellyn: from January One to November Thirtieth, *this* year, *The Examiner* carried 1,639,732 lines of automotive advertising, whilst the *less popular* morning-and-Sunday paper got *but* 1,373,570 lines. A *difference*, gentlemen, of 266,222 juicy lines in favor of the newspaper which is designed *deliberately* for the Moderns! . . . *Extry!*—November, *this* year, as against *last*, shows *us* with a lovely gain of 24,626 lines. "They" up and *lost* 138,652 lines! *Tough luck!*

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Perhaps You Need a Special Sales-Closer

But Make Certain That He Doesn't Turn into a Mere Good-Will Man

By A. H. Deute

General Manager, The Billings & Spencer Company

A FEW months ago a manufacturer of a food product realized that his sales were not developing as he had hoped, although for over a year his sales department had been giving him glowing reports about the great number of buyers just on the verge of stocking the line.

In the main, these prospects were chain-store buyers, each one in position to place sizable orders when he so desired. Twenty-five or thirty of these prospects turned into actual accounts meant taking the business out of the position where it just seemed to be holding its own and putting it into the profit making class.

A certain monthly volume kept it out of red figures. In fact, this volume enabled it to show just enough of a profit to keep the stockholders hopeful. Estimates indicated that beyond the normal developed volume, an additional volume would show materially increased profits.

And the prospects seemed to be there. Apparently, a splendid groundwork had been built. The advertising was steady and consistent. The sales work was being carried on along ethical, high-grade lines. But for some reason or other, while a hundred or more prospects seemed very friendly and about ready to buy, there seemed to be no way actually to turn

these prospects into actual buyers.

So here is what this firm did: First it asked each district sales manager, of which there were fourteen in the country, to make a list of his particularly good prospects.

Second, each district sales manager

was asked to write a brief report covering the status of each prospect and send it to the home office.

Third, the house selected with great care the best man it could find to go out with these district managers and close as many of those prospects as possible.

The man hired to do this job was a man with an established reputation as a closer of business. However, he was not sent into a district as a scourge and a whip. It was made plain to each district manager that this was extra help from the home office. The letter

which went to each manager was as follows:

No doubt it is a problem with you as it is with us—how to get that good list of prospects of yours into the buyer list.

Sometimes I feel that in your effort to lay the right foundation and build the right standing for our house, you have had to get the buyers sort of used to seeing you around.

Probably in course of time, they would just naturally buy, but we can't wait for this to happen. We need action right now.

So we have hired Mr. Blank. He

PRACTICALLY every salesman has a list of prospects who agree with most of his sales arguments and appear to be just at the point of buying—but who hold off for one reason or another. It is often dangerous to bring too much pressure to bear on these almost-sold prospects. Many of them do buy eventually but the home office and the salesman would be much happier if they would buy now.

It is to meet situations similar to this that Mr. Deute recommends the employing of a special man for closing sales. He tells in this article what the duties of such a man should be, as well as what he should not do. Mr. Deute also explains how the sales-closer can be used without antagonizing the regular salesman.

To messrs

**CHEW
GALBRAITH
BARTLETT
MACMILLAN**

and
staffs

**Merry Christmas
Happy New Year**

and thank
you for the
fine way in
which you
represent us



One of the 28 Hearst Newspapers read by more than 20 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

*104 more pages—\$1
from 24 key d*

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(Average net paid guarantee of 300

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s- \$1,231,000 increase key advertisers

Twenty-four key advertisers used 142 pages in Delineator in 1929. They have already bought 246 pages for 1930.

Twenty-four key advertisers invested \$1,119,000 in Delineator in 1929. They have already bought \$2,350,000 in space for 1930.

104 more pages—1,231,000 more dollars—from 24 discerning advertisers!

Strikingly tangible evidence of the growing recognition of the value of

NE A T O R

tee of 300,000 circulation in 1930.)



AS PLAYED AT THE CROSSROADS OF THE WORLD

Riveters and Rachmaninoff—subways and Stokowski:—the roar and rumble of New York is a chord of many notes. Concerts, cacophony—confusion. But to the ears of buyers and sellers of merchandise there is no music more pleasing than the tinkle of a cash register. And seven days a week, from the smallest neighborhood grocers' to the largest city department store, a dominant part of this profitable bell-ringing is played by the more than a million families that buy and read the Sunday American.

THE NEW YORK AMERICAN

AS NEW AND AS NEWSY AS NEW YORK ITSELF

PAUL BLOCK, INC.

National Advertising Representative

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San Francisco

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costs us money. He costs us money the same as pages in a magazine cost us money. But we carry that advertising and charge a certain amount to each sales district because we feel it helps you get business.

For the same reason, we are going to charge Mr. Blank's salary and expenses against the sales district in which he works. But we think it will be a good investment.

His job is to go to you whenever you are ready for him—he will spend a week or longer with you, depending on the amount of work you have lined up for him.

Here is how you must prepare for him:

1. You have sent us your list of special prospects.
2. Study this list carefully. Figure out how long it will take you and Mr. Blank, working together, to make a strong call on each prospect—going there with the determination actually to close the business.
3. Then write and tell us how many days you will want Mr. Blank to spend with you.
4. Then we will give you his first open period.
5. As soon as you have received that, make definite appointments for him with these buyers.

Make your buyers realize that you are asking Mr. Blank to come personally to spend this time with you to see each man—not as a personal, friendly visit, but that he is coming to answer at first hand any questions they might want to ask a direct factory representative. In other words, "set the stage" for his coming. His job is not to visit your buyers but to help you close with buyers.

REMEMBER HE WILL NOT GO TO YOU UNTIL YOU ASK FOR HIM.

We are prepared to give you a week or longer at this time of Mr. Blank's efforts. Then, if everything goes well, in about six months, you may have him again, if you wish.

There is often a tendency on the part of the district sales manager to resent having a man sent from the home office to show him how his job should be run. Every sales manager knows of cases where special sales representatives were sent out only to find that the local manager had a case of polite sulks.

I know of a recent instance. A manufacturer of toilet goods was concerned over the fact that in a certain market new accounts were not being opened fast enough. He sent one of his men into that territory for a month to help the local man.

The newcomer was greeted by the regular man with this: "Well,

I guess the old man doesn't think I'm coming through fast enough. I'm glad he sent you down. Hop to it and good luck. If you can do any better than I'm doing, you're good and you're entitled to the credit."

With that the regular man retreated into the background. The special man was at a decided disadvantage. In short, the regular man looked upon his presence as a sort of chastisement. Later on it developed that there had been discussion of the subject with prospective buyers. The regular man had complained to acquaintances that the house was sending a special man to show him how it should be done. Many of the buyers were prejudiced against the newcomer before he called. The entire experience was expensive and unfortunate for all concerned. Unless the sending of a special man is understood and appreciated by the local man, the thing had better not be tried at all.

This particular point was carefully considered in the case of the food manufacturer about whom I have been talking and it was for that reason that the local man could not have the special man unless he personally asked for him.

On top of that, the regular man was duly impressed with the expense he was asking the house to incur. It had to be a question with him: "Can the house and I cash in on this move?" Under such conditions, the house can expect the local man to take full advantage of the special man and the two together should get results.

Here are the details of just one week of the special man's work in one territory:

The local man working Toledo, Cleveland and the surrounding territory had twelve really splendid prospects on whom he had been working for months, but who still kept an unbroken front and remained twelve really splendid prospects.

He went to each one and said:

"Honestly, I've been holding out on you and I've permitted you to lose business and profits. And I've let my house suffer in the same way. I didn't do it intentionally—

still I did it. I haven't succeeded in really satisfying you that you will make money working along with us. That's unfortunate for both you and us. I guess I'm a good, hard-working and honest plugger, but I have failed to get the real facts before you. So I'll tell you what I've done to square myself with you and the house. I've written them and asked if they could send Blank out here for a few days. Undoubtedly, he can satisfy you on the points that bother you. Now, I'm asking the house to spend a lot of money in sending him out. However, that's all right with the house if you will give him a chance to see you."

Then that salesman undertook to get special appointments—dinner engagements, evening appointments, or in other cases, definite permission to figure on an hour or more, undisturbed, in the buyer's office. If possible they were made outside of regular buying hours, so that the buyers would not be thinking of callers.

"It worked out fine," the local man reported later. "I had a special date for Blank with each of the men I wanted to get him together with. While they would not give me, as the local man, a special hour or two outside their regular buying hours, they were willing to do it for a man coming all the way from the home office to see them. We had luncheons, dinners, evenings—good, long sessions into which we got more real selling than is ordinarily put into a dozen office calls. We did not score 100 per cent. But out of those twelve prospects, we closed five. Of course, all twelve of them were on the edge—ready to be closed. But it is safe to say that those five who signed up would have procrastinated for one reason or other for varying lengths of time. The point is that we brought special pressure to bear and we got five of them during that one week. Six months from now I'll have the stage set for him again and we'll try it once more."

There is a clear-cut and well-defined line which may be drawn between the "traveling vice-president," the individual whose job it

is to go around building good-will through the magnetism of his personality, and the out and out sales representative who goes from the house into a given territory for the one purpose of closing business which has been wavering.

On the other hand, it is very, very easy for the man whose job it is to close business to drift into the good-will building category. Building good-will through traveling about, being agreeable, playing a little golf, entertaining buyers at luncheons and dinners and being generally friendly and decent is indeed a job such as the well-known Riley would like.

If the man whose job it is to close sales can keep his house satisfied by weekly reports of good contacts made—contacts which will surely mature in due time—there is reason to believe that temptation may pull him in that direction.

The sales manager must have the details of the job well in mind when he engages the man to do that job. And he must keep the picture clearly before him when he outlines the job to the man who is to do it. And then, when the man is actually on the payroll and going through the motions of doing the job, he must see that results are commensurate with expectations and expenditures.

The sending out of this type of man is not a new thing. For that matter, it is very seldom that what is considered new in sales management isn't just something which was proved sound years ago, brought to life and modernized and made to fit the occasion.

Some years ago a Western daily newspaper hired a man to do this sort of job. He was a magnificent individual who had built up a paper in another city, retired at forty with a comfortable fortune and then, within two years, lost it all. At forty-two he was back at work. The publisher thought that here was his man. So the man who was making the comeback was engaged to close contracts with the ultra-difficult prospective advertisers.

The story goes that he was sent to Detroit for a week's intensive work. The following Saturday, the publisher called into his office

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A Million Visitors Annually Come to California by Auto

11,000 miles of improved highways in South-
ern California afford them new places to go,
new sights to see, 365 days a year—mountains,
valleys, desert, seacoast.

Because motoring is a big part of Southern
California life, the new Sunday MOTORING
and OUTDOOR section of the Los Angeles
Times specializes on locally-written news and
information pertaining to the great California
outdoors.

Motorlogs suggesting tours and sparkling with
early California romance . . . written in the
inimitable style of Harry Carr, nationally-
known member of the Times staff . . . illus-
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Owens, Times staff artist . . . are among the
features written by Southern Californians
about Southern California that give the Los
Angeles Times its local appeal and make it
the dominant newspaper in its field.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Croemer Co., 360 N. Michigan Bldg.,
Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell
Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

four of his best men, plus the new-comer. They were to report to him on the week's work.

The man from Detroit reported about as follows: "Well, I had a fine talk with Mr. Ford. He's an old friend of mine. I had some real encouragement. Things seem promising with the Ford Motor Company. And I got right into the inside of the General Motors group. Several friends of mine there. We'll be all right there, too. I used to belong to a club to which the president of Hupmobile belongs and we had a nice, long visit. He's a hard man to see, but he had me come right up. I don't look for any trouble at all."

The publisher turned to the next man, an old newspaper man. "Well, Bill, what have you to report?"

Bill's reply was short and pointed: "Same here—I didn't do any business either!"

Late in the summer or very early in the fall, retail buyers lay in their stocks of packages of fancy chocolates for the holiday trade. Normally, the salesmen carry abbreviated samples—box tops, prints and so on. Some take out an automobile with the back well filled with sample packages.

A manufacturer with whom I am well acquainted augments this work. Each salesman is permitted to turn in a limited list of the worth-while buyers. And calling on that list with the salesman is a man especially experienced in package lines and carrying several trunks of samples and all the materials for making a splendid showroom display.

The regular salesman makes appointments in advance for the special salesman. When a given city is reached, the special salesman sets up his display and the regular salesman goes out and brings in the buyers. Candy buyers do not ordinarily visit showrooms in hotels so it takes a certain amount of effort to induce buyers to keep such appointments. But it is done.

Once in the showroom the buyer sees an assortment of packages which far overshadows anything any manufacturer could take into each individual buyer's store.

But the main point is that that traveling special representative is definitely there to sell goods—to take orders—not to joyride around the country.

A manufacturer of incubators wanted a special man to help close agencies among poultry supply dealers. He obtained a poultry expert with a reputation and sent him out to close agencies. The poultry expert soon found himself scheduled to speak at conventions of poultry men. He was interviewed by the various poultry journals. He was asked to help judge at shows. He was bringing much glory to the house for which he worked.

But he was not closing agency contracts.

He received a letter from his employer, advising him that starting that date he would draw traveling expense money but no more salary. He would, however, be paid a definite sum for each agency agreement he secured, when the agreement was accompanied by a certain minimum order.

At the end of thirty days, the expert resigned the position.

On the same terms, the manufacturer obtained a young man who had just graduated from an agricultural college, after working his way through. The young man needed money. He knew a bit about incubators. He knew, too, where his income would materialize. He went out hoping he could close a contract a day. That would make him \$300 a week. His employer knew that two contracts a week would be fine. But the youngster did not know that. As a result he averaged better than three a week throughout the selling season, and then, after hatching time was over, went right on and closed contracts for the next year.

With outstanding buyers becoming relatively few in number, but with constantly increasing individual buying power, there is reason to send a second man to augment the first man in many cases. But there is even more reason to impress upon all concerned that the special representative is there to sell goods, not to visit.



"WHAT! NO NAMES?"

A NEWSPAPER—and The Business Week is all of that—has little use for signed articles . . . buys no Big Names. Its news, its features—like its editorials—voice the opinion of the paper itself. And the Big Names are represented by their ideas rather than their signatures.

Thus greater editorial freedom is gained, and truth can stand unhampered by personal considerations. The Business Week can—and does—print what even a prominent Big Name might hesitate to utter save in confidence.

There are no ghost writers, no glorifiers in The Business Week. And the Big Names will be found where Big Names mean something: on the subscription galleys.

THE BUSINESS WEEK

A Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON

A MCGRAW-HILL PUBLICATION

FEATURES THAT MAKE THE SUN ROD

Features



TO THOUSANDS AND THOUSANDS OF NEW Yorkers the day is not complete without a laugh and a smile over "The Sun Dial." Every day on the editorial page of The Sun, H. I. Phillips, well known humorist, fills his column with wit and satire and sheer fun—burlesques the news of the day and adds a dash of rhymes and jokes. On the editorial page also is "Bob Davis Recalls"—every Tuesday, Thursday and Saturday. In this famous column Robert H. Davis, the veteran magazine editor and friend of most of the world's celebrities, recalls events and personalities out of a life rich in experience and adventure. And every day there are three feature pages that reflect the life of the New Yorker—that most extraordinary of beings.

PRODUCTIVE FOR ADVERTISERS

"What Do You Think?" is a daily feature of several columns in which the readers of The Sun exchange opinions on almost every subject under the sun.

"The Sun's Rays" is devoted to anecdotes portraying the oddities and the human-interest angles of New York life.

Three instructive features on these pages are "Old New York in Pictures," . . . "A Fact a Day About New York State" . . . and "25 Years Ago Today." ▲ ▲ ▲

And for those who have young minds there are the cartoons. Fontaine Fox with his droll characters of suburban life and his "Toonerville Trolley" . . . Gene Byrnes with his "Reg'lar Fellers" . . . J. Millar Watt with his "Pop" make an interesting group of fun makers.

THESE FEATURES COMMEND
themselves to the better type of New York homes. They are in The Sun exclusively in New York. Advertisers recognize the fact that The Sun reaches the most desirable audience. Naturally, they use more space in The Sun than in any other New York evening newspaper.



The Sun

NEW YORK

The Newspaper of Distinction in its Readers, its News and its Advertising

FARM HOME ECONOMICS



FARM women understand the economic value of nationally advertised goods. Modern means of transportation have made the district headquarters for these branded lines accessible to all the farm women in the surrounding rural territory.

ADVERTISERS have learned of this fact and have profited by bringing to the farm women opportunities for further economies.

THE FARMER'S WIFE reaches over 900,000 farm women. It is the only woman's magazine published exclusively for them in America.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Advertising Office

1806 Bell Bldg.
307 N. Michigan Ave.
Chicago, Ill.

Wallace C. Richardson, Inc.

Eastern Representatives
250 Park Avenue
New York City

Member Audit Bureau of Circulations

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O That I Were a Goldfish!

The Last Straw on the Naked Shoulders of a World Which Has No Privacy

By Philip Wagner

IT is a fact which bothers altogether too few people that, as the years roll by, individuals are given less and less opportunity for privacy. The tendency seems to be that man shall live his life increasingly under the watchful eye of his fellow man; that he shall be

forced, so to speak, to take his baths in display windows and to disrobe in show cases. With steadily growing difficulty is he able to conceal his actions, to keep to himself the motives which lie behind his behavior, to hide even those inmost ideals, those hopes and aspirations which he likes to consider peculiarly his own, from the greedy curiosity of the public.

And now there has been placed upon the naked shoulders of a world which has no privacy, one last straw. I refer to the questionnaire, which has gained so wide a popularity among those who, for one reason or another desire to know more about other people's business.

I don't need to go into detail about the purpose of all these questionnaires. Ultimately, their purpose is to obtain facts which will help to increase the sale of some commodity. A list of questions is prepared, the answers to which will help in finding new uses for the commodity, more economical methods for its distribution, new and more effective ways to advertise. These questionnaires are then mailed out to those whose answers will be most profitable; or a hiring is given a copy of them and

told to go from door to door, browbeating everyone into answering them. When the "facts" (meaning the answers to the questionnaires) are secured, they are analyzed; and the information derived from them is then used in causing the public to buy more of the commodity.

The public, to put it in another way, is begged for information; and when the information has been secured, the possessor turns around and socks the dear old public over the head with it.

Let me illustrate by means of a questionnaire originating with a maker of expensive watches:

1. If you bought a new watch to-day, what brand would you choose, and why?
2. Are you contemplating the purchase of a new watch for yourself or a gift? If so, why?
3. If you were buying a new watch, would you prefer a thinner model than you now have? If not, why?
4. What is your impression of Swiss watches?
5. How many watches have you owned? Please give information about them as follows:
 Make
 Thick, medium, thin
 Approximate price
 Bought by self
 Gift, from whom
 Inherited

Has anyone, I rise to inquire, a right even to ask me for a history of all the watches I've ever owned, and to ask under what circumstance they came into my possession? Has anyone a right to ask what kind of a watch I should choose, if I were contemplating the choice of one?

THIS country has been faced with all sorts of menaces. We believe they are usually referred to as potential threats endangering the very foundations of our society—or something to that effect.

Well, here's a menace which takes second place to none. In fact, it promises to disrupt our entire civilization—that is, if something isn't done about it promptly.

We really ought to tell you what it is and, to that extent at least, relieve your anxiety. However, we seem to take a rather perverse delight in holding you in suspense—so you'll have to read the article to find out.

Has anyone a right to seek in this cold-blooded manner my impression of Swiss watches?

And granting, for the sake of argument, that someone has a perfect right to ask these questions, has he a right to expect truthful answers? For when the results have been analyzed in this particular case, and it is discovered that I hold Swiss watches in high regard, the perpetrators will probably prepare advertising designed to destroy one of my few remaining faiths.

Here is another:

Will you please be good enough to answer the following questions briefly and mail them in the attached self-addressed envelope. (Not even the courtesy of a question mark.)

1. What kind of dentifrice do you use?
2. Why do you buy this particular dentifrice?
3. What is the most important factor to you in a dentifrice? Why?
4. How do you like Blank as compared with the dentifrice you are using?
5. What do you like about Blank?
6. What don't you like about Blank?
7. What magazine do you read most?

The thing I admire most about this dental questionnaire is the subtlety with which the final question is put. How much better to put it this way than to put down what these dentifrice makers actually want to know: "If you'll tell us what magazine you read regularly, we'll plaster it with advertising convincing you that if you don't use Blank you will be wearing false teeth before you are thirty." When a questionnaire like this comes my way, I always recommend *Godey's Ladies' Book*, because it hasn't been published for so many years.

This same rather morbid interest in the condition of one's teeth is illustrated in another questionnaire which I have. It is devised by a prominent manufacturer of tooth brushes, with the purpose, apparently, of discovering the yearly demand for his product. It consists of five terse questions:

1. Do you clean your teeth once a day?

2. Do you clean them twice a day?
3. Three times a day?
4. More than three times a day?
5. Irregularly.

A tactless and insulting document! It seems to me that when encroachments have progressed to the point where so intimate and wholly personal a matter as the diligence with which one brushes one's teeth is no longer held sacred—is, rather, a cause for general curiosity—the time has come to call a halt.

At the beginning of this article I remarked that modern man might just as well bathe in a display window as try to live a normal life. It is literally true. Busybodies are about, attempting to discover what kind of soap he uses, whether he uses a water softener, whether he uses a wash cloth or brush, whether he does his own shampooing or patronizes a barber shop, whether he prefers rough towels or smooth towels, whether he uses talcum powder afterward and if not why not, whether he uses a bath stool, and how he washes between his shoulders. There is no end, apparently, to the curiosity of civilized man about the life of his fellows.

Occasionally, these questionnaire makers show signs of a most amazing industry, resulting in such prodigies of inquisitiveness as that surprising document devised some years ago by a widely known fountain pen manufacturer. It consisted of fifty-two separate questions, of which the fifty-second was not a question at all, but the cryptic command:

"Give comments."

I find myself quite unable to conceive of a person who, after answering fifty-one questions about his fountain pen, could possibly think of anything to comment upon—except perhaps the nature of the person who fashioned the questionnaire.

Recently, a manufacturer of electrical devices sought to learn the market for an electrical water-heating equipment. He was particularly anxious to discover how much current would be consumed in the course of a year if every bath in the country were electri-

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Liberty

"So many asked for ETHYL I had to move this pump up front"

A YEAR ago the Ethyl pump was back there in the rear, but so many people asked for Ethyl that I had to move it up here in front to speed up my service.

Many station men will tell you that they sell so much Ethyl on their six straight gallons. That would surprise, considering that Ethyl costs more. But the reason is that

Ethyl has in it an added, vital ingredi-ent—Ethyl Acid—which keeps "knocking."

Proof of Ethyl's anti-knock quality is essential for the new high-compression engines. Ethyl enables all types of engines—regardless of compression—to develop more power, with

better control and greater comfort. This is why more thousands of motorists stop at Ethyl pumps every day.

Start riding with Ethyl today. Look for the Ethyl trademark.

Ethyl Gasoline Corporation, 35 Broadway, New York City. 55 Church Street, Toronto, Canada. 36 Queen Anne's Gate, London, England.



ETHYL GASOLINE

THE Ethyl Gasoline Corporation has been a Liberty advertiser for three years. In 1929 a full schedule was placed in this medium; no other magazine carried more. Ethyl gasoline is a plus power fuel, and it costs a little extra. This advertiser has been getting good results in

+++ Liberty concentrates more circulation where there are more cars—cities of 10,000 population upward—than any other magazine.

Liberty. A maximum schedule in 1930 is indicative of their valuation of Liberty.

Liberty
A Weekly for Everybody

The biggest newsdealer sale of any magazine.

cally heated. To discover how many baths a year are taken in the United States—that was the question. Just send a questionnaire, said the marketing experts, to a thousand representative persons, asking them how many baths they take a month. This can then be multiplied by twelve, and the product multiplied by 115,000, to get the number for the entire 115,000,000 persons in the United States—and there you are!

The questionnaire is presently to be sent out. And the boobs who have prepared it don't realize that a great many of the people who receive it will be insulted, all the rest will lie, and the final figure will be so distorted as to be absolutely worthless.

Questionnaires, I suppose, are a part of the attempt to put advertising on a "scientific" basis. But I have a feeling that, like a number of other such wrinkles, questionnaires are very much over-rated. Psychology itself is not admitted as a science by many. How under the sun can advertising hope to be?

Lee Moser Joins Lawyers Mortgage

Lee Moser, formerly copy chief and account executive with Albert Frank & Company, Inc., New York advertising agency, has been appointed advertising manager of the Lawyers Mortgage Company, of that city.

Joseph H. Smith, for the last seven years in charge of direct mail and publications for the company, has been made assistant advertising manager.

Paul Thomas Leaves Cheney Brothers

Paul Thomas has resigned as director of sales promotion of Cheney Brothers, New York. Miss Kathleen Goldsmith has been appointed to succeed him in this position.

Ray Avery with Bowman, Hoge Agency

Ray Avery, formerly with Canadian Aviation, has been appointed production manager of Bowman, Hoge, Ltd., Toronto advertising agency.

Appoints Howland Agency

Lucille Staff, New York, dresses, has appointed the H. S. Howland Advertising Agency, Inc., of that city, to direct its advertising account.

To Direct Fafnir Spring Shackle Advertising

The Fafnir Bearing Company, New Britain, Conn., has appointed Dorrance, Sullivan & Company, Inc., New York advertising agency, to handle the advertising of the Fafnir ball bearing spring shackle. Magazines and business papers will be used in 1930, with local newspaper advertising in the interest of distributors and replacement service stations in some sections of the country.

Rickard and Company, Inc., New York advertising agency, will continue to handle the advertising of Fafnir ball bearings and ball bearing power transmission equipment.

G. M. Philpott Advanced by Ralston-Purina

G. M. Philpott will succeed E. T. Hall as head of the advertising department of the Ralston Purina Company. Mr. Hall tendered his resignation two weeks ago to become effective January 1.

Mr. Philpott has been chief copy writer in the advertising department of the company ten years.

He will be succeeded in the department by O. M. Richards, who will head the staff of copy writers.

Stanley Works Expands

The Stanley Electrical Tool Company has been formed as a subsidiary of The Stanley Works, New Britain, Conn., hardware and carpenters' tools. The new company will manufacture and distribute electrically operated hand tools.

The Unishear Company, motor powered shears, and the Ajax Electric Hammer Corporation, both of New York, have also recently been acquired by the Stanley organization.

Alvin Silver Account to Kenyon Agency

The Alvin Corporation, Pawtucket, R. I., sterling and plated silverware, a subsidiary of the Gorham Manufacturing Company, has appointed The Kenyon Company, Inc., Boston advertising agency, to direct its advertising account. This appointment is effective January 1. Magazines and business papers will be used.

Harold Gilbert with Sears, Roebuck

Harold Gilbert, formerly general sales manager of the Van-Vleet Ellis Corporation, wholesale druggist, is now in charge of retail sales, Drug Division, of Sears, Roebuck and Company's retail stores.

E. L. Fischer Joins Berlin Agency

Edward L. Fischer, formerly with the art department of N. W. Ayer & Son, Inc., is now with Crawford's Reklame, Berlin, Germany.

AUTO ACCESSORIES GARDEN TOOLS and RADIOS LOCOMOTIVES

The Booth NEWSPAPER AREA

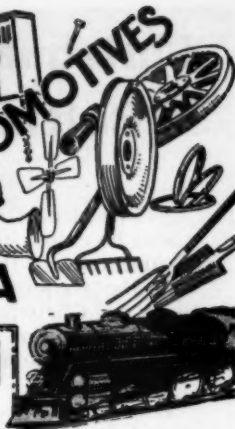
MICHIGAN

JACKSON, Michigan, is another of The Booth Newspaper Cities noted for its diversity of industry, yet it has won wide renown as the home city for many well-known products.

Automobile accessories, horns, fans, springs, wheels, and rims; garden tools, hoes, rakes, etc.; locomotives, radios — industrial activities are varied enough in Jackson to keep business at normal levels when other markets are below par.

Similar conditions prevail throughout the entire Booth Newspaper Area—your advertising investment in this market has a greater opportunity to bring full return on the dollar.

Every evening these eight metropolitan dailies serve over 281,000 homes that are potential buyers of advertised products.



Grand Rapids Press
Flint Daily Journal
Saginaw Daily News
Kalamazoo Gazette
Jackson Citizen Patriot
Bay City Daily Times
Muskegon Chronicle
Ann Arbor Daily News

Combined Net Paid
Circulation

281,668

As made to A. B. C.

For Period Ending
September 30, 1929.

I. A. KLEIN
Eastern Representative
50 E. 42d St., New York

J. E. LUTZ
Western Representative
180 N. Michigan Ave.
Chicago

BOOTH NEWSPAPERS, Inc.

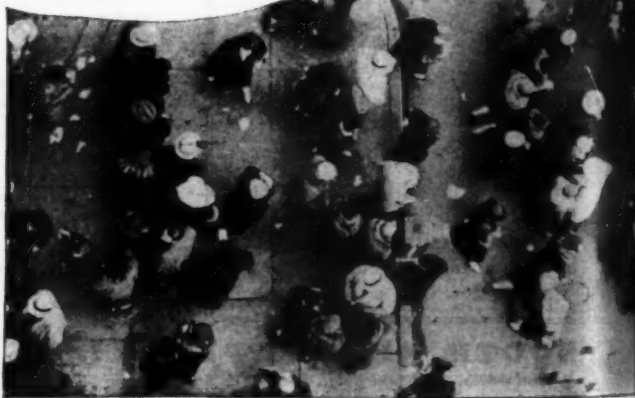
Central Office, 2500 Buhl Bldg., Detroit, or Any Newspaper Listed

Christmas Shopping As Usual in Baltimore

If President Hoover and the business leaders whom he called into conference to discuss means of maintaining the country's prosperity were to visit the shopping district of Baltimore during these pre-Christmas days, they would be highly encouraged. For Christmas shopping goes on as usual in Baltimore.

The wide diversity of business interests in and near Baltimore, the city's big building program, its leadership in the fast-growing airplane industry—all contribute to the present and increasing prosperity of Baltimore. Local retailers predict a new high record for sales in 1929.

Yes, Baltimore is growing, and the Sunpapers are growing with Baltimore. The latest circulation figures are given on opposite page.



THE SUNPAPERS **in November**

Daily (M & E) 298,203

THE  **SUN**
MORNING **EVENING** **SUNDAY**

NEW YORK—John B. Woodward

ATLANTA—A. D. Grant

CHICAGO—Guy S. Osborn

DETROIT—Joseph R. Scolaro

SAN FRANCISCO—C. George Krogness

*Everything
in Baltimore
Revolves
Around The Sun*

The Penny Angle

Maybe a penny is only one of those little hang-on digits that clutter up your nice round sums, but a penny's a penny, and it can tell you a lot about getting your dollar's worth. Buyers of advertising should always figure a bit from the penny angle.

How many copies of your advertising medium does each of your advertising pennies buy?

In The Times-Picayune each penny buys you, at the flat rate, daily, a 4,987 family coverage! Sunday, at the flat rate, 5,584 copies.

Cordially, if not modestly, we invite—nay, *urge*—your comparison of our “penny per” figures with those of any other Southern newspaper, and *especially* those of any other New Orleans newspaper.

The Times-Picayune

IN NEW ORLEANS

Daily 99,741

Sunday 139,608

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Cone, Rothenburg and Noce, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

Advertising Prophecies for 1930

By a Prophet Who Is an Exception to the Rule—In More Ways Than One

By F. R. Feland

IT is commonly said of prophets that they are wrong in more than half their forecasts. If this be true, the prophet serves a useful purpose. You have merely to copper his prophecies and be as right as an executive; if there is any truth in the threadbare definition that an executive is one who is right 51 per cent of the time.

A prophet is also described as one who predicts what he hopes will come to pass, and feels himself powerless to bring about unadvised.

I think I can prove an exception to this rule. Right now I am going to predict something that I would give a little money and enough of my hide to make a catcher's mitt to prevent.

Prophecy

In advertising and in other printing we are going to see a tremendous vogue for the disuse of the capital letter both at the beginning of a sentence and in proper names. Thus in a picture title:

miss june spier playing with her russian wolfhound ivan in the gardens of her father's palatial home at scarsdale.

It is an exacerbating practice. A little cloud like a man's hand, it seemed, when a few shop-signs first in Paris and then in America went 100 per cent lower case. Then a few weeks ago I heard a groan from an adjoining office. Inquiry brought forth the reply, "They've gone and spoiled *Vanity Fair*."

Now girls in freshwater colleges are writing letters and even their class papers without capitals.

Look out for more—much more—of this in 1930.

The distorted photograph, the picture taken in a forced perspective, will gradually increase in frequency until about August. Then will come a diminuendo, due to copy being prepared in advance. Most of

the Christmas advertisements of 1930 will show photographs in true perspective.

A famous long-advertised soap will experience a sharp decline in sales.

Television will assume a new importance to advertisers and many new words will be tried to take the place of the verb forms "to televise" and "televised."

The discrepancy between the local rates and foreign rates of daily newspapers will bring about acute difficulties. There will be much talk,

many proposed remedies, and the faintest of possibilities of some action leading toward an improved condition.

The word "contact" to describe intercourse between corporation and corporation will fall to something of the low estate now occupied by "conference," "merchandising," and "dominance."

The phrase "trend of buying" will come into increasing use along with a more general realization that "selling," unless following after or aligned with a trend of buying is an illusion.

Advertisements dealing "frankly" with "subjects seldom discussed" will be fewer.

Radio audiences will learn that when the announcer says, "We have

THIS is the time of the year when prophets come into their glory. Unless precedent is a poor guide, we shall soon be told exactly what 1930 has in store for us. True, the prophecies will be liberally interlarded with "ifs" and "buts" and their precise significance may be difficult to comprehend. But such is the way of prophets.

Here, however, is a prophecy that everyone will be able to understand. It contains no subterfuges. It opens the advertising book of 1930 and brings its contents into sharp focus.

Too bad that other industries are not also permitted such a clear picture of the future.

in the studio a little lady with a marvelous soprano voice and later on we are going to try to persuade her to sing for us" the odds will be a thousand to one that the little lady will yield to persuasion.

Advertisements calmly recognizing the nullification of prohibition will appear in metropolitan journals.

Clothing manufacturers will in October publish beautiful full color poster illustrations showing well overcoated young men grouped about a man in football togs.

Advertising will be employed in efforts to revive several commercial corpses which will most disoblighly stay dead.

Over fifty department store czars in over fifty different cities will lay specimens of Macy advertising before their advertising managers with an air that says "this is the kind of thing I have been trying to get out of your department."

Some smart manufacturer will bring out a hair tonic containing arsenic, boldly label it as poison and get a flying start toward making several million dollars.

Any slackening of sales will result in a similar slackening of the ethics of distribution.

PRINTERS' INK will probably print more articles dealing with the mechanics of creating good advertisements and fewer stories of test campaigns that proved nothing but the fallibility of testing.

Congressional investigation of public utilities, if it materializes, will call forth a quantity of goodwill advertising from gas and electric companies.

A leading news magazine which has limited its advertising space will doubtless find a way to increase the number of its news columns so that no desirable advertising contracts will need suffer rejection.

Research will prove several things that nearly everybody knew anyway.

There will be a slump in the market price of Junior League testimonials.

Many college societies will debate whether or not advertising is untruthful and uneconomic. The negative (that is, that advertising

is all right) will win in most instances.

If skirts are worn longer such devices as the stepladder, the mouse, hanging pictures and gusty winds will be reintroduced that legs may be shown in illustrations.

Advertisers of building materials and semi-technical merchandise will learn that the straightforward literature they prepare for the trade is preferred by the consumer to the blah they now send him.

Modernism in art will become still more old-fashioned.

Considerable dialog copy, modified by sales managers, will be put out by copy writers who have no skill in writing dialog.

Small city dailies in Ohio will be enriched by test campaigns run to discover how New York and Los Angeles will react to the copy.

A lot of good advertising copy will be killed by advertisers who "believe in short copy."

The names and personalities of radio program announcers (as distinguished from descriptive reporters) will progressively diminish in importance in 1930, much to the disconcertion of the announcers and the disconcert of the radio audiences.

"Advertising Age," New Publication

Advertising Age, a weekly publication to be devoted to the news of advertising, will start publication at Chicago early in January. It will be published by a new company, Advertising Publications, Inc., of which G. D. Crain, Jr., editor and publisher of *Class and Industrial Marketing*, is president, A. J. Fehrenbach, Eastern manager, at New York, of the latter publication, is vice-president and Eastern manager of the new firm.

To Direct Advertising of Boston Banks

Raymond V. Stanley has been appointed advertising manager of the recently merged First National Bank and Old Colony Trust Company, both of Boston. He was formerly advertising manager of the Old Colony Trust Company.

To Represent "The Milwaukee Magazine"

The Kellogg Group, Inc., has been appointed national advertising representative of *The Milwaukee Magazine*. This appointment is effective with the January, 1930, issue.

Judging a Farm Paper

There are many ways of testing the value of a farm paper. The reader test is the most dependable.

The Weekly Kansas City Star has the most rural route readers of all American farm weeklies. It enjoys this position without the aid of premium offers, contest schemes or any other inducement except the contents of its columns.

Thus The Weekly Star offers advertisers more than a numerical advantage. Its circulation represents a voluntary reader preference, an intensity of interest and a responsiveness that cannot be found in circulations built up by artificial and extraneous appeals.

For their own advertising farmers choose The Weekly Star. A greater volume and number of small advertisements inserted by the farmers themselves appear in The Weekly Star than in any other farm paper.

The Weekly Kansas City Star.

480,000 Paid-in-Advance Subscribers

We Dropped Our Sales Staff to Help Our Dealers Defeat the Chains

The Oshkosh Overall Company Will Give the Resulting Saving to Retailers So Their Selling Price May Be Lower

By C. E. Wittmack

Sales Manager, Oshkosh Overall Company

STARTING January 1, we shall no longer have traveling salesmen; all our selling to dealers will be done through the mails. The dealer will be given the salesman's commission. Thus he will be enabled to own his overalls at a lower cost, which will make possible a corresponding reduction in his selling price. After a year's experimentation we have adopted this seemingly radical course as another step in the Oshkosh Overall Company's general plan of helping the independent retailer successfully to combat chain-store competition. Announcement of the change in policy is being made in our business-paper advertisements this week.

In the December 27, 1928, issue of *PRINTERS' INK* I had an article relating in some detail our experiences in influencing our dealers to sell Oshkosh B'Gosh overalls on a no-profit basis. This move (it was successful, by the way) was made so that our customers could meet the strong competition put forth by the J. C. Penney Company. The Penney stores, as is well known, offer a good overall at a low price as an all-the-year leader. They do this in accordance with the trade proverb to the general effect that "A man trades where he buys his overalls."

It was and is our view that Penney and other chains need not and should not have any monopoly of this exceptionally strong leader

idea. In other words, if Penney can sell an overall every day at cost so as to draw in and hold a profitable class of trade, why should not the independent dealer do likewise—especially when he can sell a universally known, nationally advertised, trade-marked overall in

competition with the private brand sold by Penney?

Our decision to eliminate salesmen and hereafter do our selling directly by mail was the direct outgrowth of the no-profit proposition. In fact it was not original with us at all; it was suggested by some of the more progressive retail distributors of our line. They informed us that they were perfectly able and altogether willing to keep

***T**HE chain stores, and more particularly the Penney chain, have had a profound effect on the merchandising plans of the overall manufacturers. As the chains continue to pile up new volume records, it appears likely that manufacturers in other fields will find their selling programs similarly affected.*

For this reason, manufacturers in a diversity of fields should find much to interest them in the plans formulated by such a company as the Oshkosh Overall Company to meet chain rivalry.

their Oshkosh B'Gosh stocks complete without the aid of a manufacturer's salesman. Inasmuch as it costs us money to send these men to call upon them—a cost that necessarily had to increase our selling price to them—why could we not do away with this part of our selling expense entirely and give them the benefit?

Then, we were told, they could reduce their selling price on the no-profit leader overall still lower and make even a more impressive showing against the Penney overall leader which now is recognized as an institution.

The profound merchandising significance of the suggestion was apparent to us at once. We could look ahead and see where it would

MICHIGAN

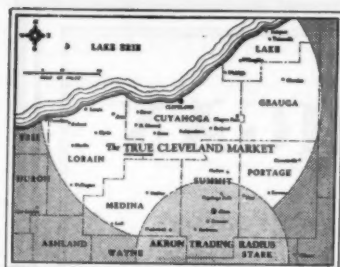
The world's greatest industrial district—centered in the midst of miles of productive farming land—an eager and prosperous buying power.

The service of the Packer organization and the superb locations offered by the Packer plant can assist you in convincingly reaching this important market with outdoor advertising. Packer outdoor plants operating in fifteen other states.

PACKER

Executive Offices:
UNION TRUST BLDG.
CLEVELAND, OHIO

Operating Office for
M I C H I G A N
J A C K S O N



THE CLEVELAND
OHIO BELL T
SON CO., INT
EDITOR AND SH
STANDARD RAN

GROUP OF AMERICAN CITIES
CLEVELAND PUBLISHERS (IN
BUREAU OF CIRCULATIONS)
WHOLESALE, AND DISTRIBUTORS

"Small and Compact" **THE TRUE CLEVELAND**

In a 48-page study of the markets of northeastern Ohio, to be issued about January 1, 1930, The Press will reprint the statements of these authorities, outlining the boundaries of the TRUE Cleveland Market, giving detailed facts and figures about all the trade territories of this intensely profitable section.

With this book as your guide you may plan cam-

The Cleveland

Detroit • Atlanta • Dallas
San Francisco

NATIONAL ADV
230 Park Avenue, New York

THE ADVERTISING

EVERETT CHAMBER OF COMMERCE,
 L. THONE CO., J. WALTER THOMP-
 INTERNATIONAL MAGAZINE CORPN.,
 AND SHER, SALES MANAGEMENT,
 D. RAND DATA SERVICE, 100,000
 ITI RTNELL CORPN., THE THREE
 IN STATEMENTS TO THE AUDIT
 NS) 436 CLEVELAND RETAILERS
 ORS TIONALLY ADVERTISED PRODUCTS

35 Miles in Radius, EVAND MARKET!"

eastern
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 gaigns in northeastern Ohio with a minimum of lost
 effort and a maximum of sales returns.

Advance orders for copies are now being received.
 Due to its cost and special interest, the distribution is
 limited. A policy of "first come, first served" will be
 pursued. It is free—as long as the supply lasts—to
 those who write for it on their business letterheads.

Press



*First in
 Cleveland*

ADVISING DEPARTMENT
 Michigan Ave., Chicago

Philadelphia • Buffalo
 Los Angeles

NEW YORK IN CLEVELAND

add virtual impregnability to the already strong position of our dealers. But would the dealers in general accept it? That was the question. And, having accepted it, would they use this salesman's commission to bring them a selling profit—something they would be strongly tempted to do—or would they reduce their prices in accordance? Also would the fact that no salesman visited them cause their interest in the Oshkosh line to wane?

It was clear that we had to have light on these leading questions before cutting loose entirely from old associations. Therefore we tried the plan for a year in a group of States; and the results proved so uniformly gratifying that it was obviously something we could apply to our entire clientele. However, as the idea had come from our customers in the first place, we concluded it would be the better plan to get their reaction as a whole before attempting to use it generally; we were not trying to force anything upon anybody and did not want to appear in that light. Accordingly, we sent out this letter to our entire trade:

May we have your opinion to help us decide a very important change in policy that we contemplate inaugurating on January 1, 1939?

Would you be willing to send us your orders by mail thus making it unnecessary for us to send salesmen around to call on you, if in return we were to give you the salesman's commission and in addition allow full freight on orders of five dozen or more?

This will make it possible for you to reduce the price at which you are retailing Oshkosh B'Gosh overalls and thus place you in a more competitive position with chain stores who are making a big drive for the trade of the overall wearer by selling overalls at cost.

The independent retailer cannot afford to let overall wearing trade drift away and form the habit of trading at the chain store, because he needs more volume and faster turnover to maintain a satisfactory net profit on the year's business.

We feel that this change in policy will be of great assistance to our dealers but it will naturally require voluntary and close co-operation on your part. Hence we ask your opinion before definitely deciding. Your prompt reply will therefore be appreciated.

In effect, we thus caused our

customers to vote; and we were prepared to go ahead with the proposition on January 1, defer it until some future time, or sidetrack it altogether—as the reaction from the "ballot" should be affirmative or negative. The ayes had it in overwhelming majority and the thing was decided.

When we entered upon the preliminary experiment that was carried out prior to mailing the letter, we naturally had no way of telling in advance how much, if any, business we would lose at the start. It might be insignificant or it might be so large as to make the project impracticable or impossible. It proved to be less than 10 per cent, and the accounts we lost were usually weak in credit, thus demonstrating again that a poor financial rating is often the sign of the dealer whose business is being run by outsiders more than by himself.

On the other hand, we gained some excellent new distributors among retailers who are successful because they are always receptive to progressive merchandising ideas. These dealers are fully aware that the ultimate solution of the chain-store competition problem lies in close co-operation between manufacturers of high grade, nationally advertised goods and financially strong, capably managed retail stores. They understand they must give exceptional values—especially on outstanding highly competitive items—and that the manufacturer who works with them to make this possible must be actively supported. The two must work together. Without the willing help of the retailer, the manufacturer can accomplish nothing. Without the manufacturer who upholds quality above everything else and extends to the store the help of national advertising (without which a brand name is meaningless to the consumer) the retailer gets nowhere.

Our year's trial showed us something that is bound to be welcome news to manufacturers in general who, like us, are primarily concerned with helping the independent dealer hold his own against the chain. This is that the dealer, taking him as a whole, is by no means convinced that the time has

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come for him to crawl into his hole and die a lingering death from imaginary wounds. He has a much more intelligent grasp upon the merchandising situation than he is given credit for; he knows what ought to be done and is ready, willing and able to do it.

With this inspiring background, we have every reason to believe that our entire dealer organization will respond cordially to the announcement of the new plan which will be before them at about the time this article gets into print. I say this in lively recognition of the fact that, in a manner of speaking, it goes against nature. Inasmuch as retailers are in business for profit, we know well enough that the first and only natural reaction in the mind of the dealer who is unfamiliar with the basic principles of this plan, is the feeling that he is not going to sell anything without profit as a steady program. Typical reactions from these minority dealers are along the line that they are "not going to work for love for the Oshkosh Overall Company" or "play Santa Claus to the overall wearer."

It was no voluntary thought on our part that induced us to set out to persuade our dealers that we, the manufacturer, should have our profit on the overalls we made and sold, whereas they should have none. Nothing would please us better than to see each of our dealers making a direct profit on their sales of Oshkosh B'Gosh overalls; but we should indeed be false advisors to our distributors were we to lead them to believe that they could build up a desirable volume of trade among the better class working men or even hold the work clothes trade they already have by pursuing a policy of regular mark-up on Oshkosh goods in the face of existing competition. The policy of offering overalls as no profit leaders was not originated by us nor by our dealers. It is a chain-store creation intelligently and forcefully used for advertising purposes to attract trade. If the chain stores can do this successfully, so can the independents. Our dealers, I am glad to say, readily recognize and admit that we were

literally forced into the position we now occupy.

In working out the plan, which will be in full effect beginning with January 1, we became convinced that the expense of having an overall salesman call upon him is an unnecessary burden to the efficient retailer. Salesmen do not sell overalls to the chain stores; if they did the chains would have to take cognizance of this in deciding upon their mark-ups. It is our belief that a competent independent retailer can distinguish between a good overall and a cheap one; that he can run a stock record and keep overall styles complete just as well as can the local manager of a chain store.

No Style Element in Overalls

Overalls possess no style element. There are no spring or fall lines to be shown; there are no patterns to be chosen from. Whether it is November, April, or August, men buy overalls when they need them. If a dealer's stock is low, it is poor business for him to hold up his order for the arrival of a salesman. Indeed, so far as we can see, the salesman of overalls has no place at all in the modern merchandising scheme.

Accordingly, we believe that our new policy of selling by mail, even though it was forced upon us, so to speak, is economically sound. Presumably this is one of the numerous places where manufacturers are blasted loose from traditional procedure only to find that the new way, into which they perhaps enter with some trepidation, is the best after all.

We are going to maintain our personal contact with our dealer organization through the use of several district managers. These men, who will not be direct sales representatives in any sense of the word, will be business advisors to the retailer. They will be at the dealer's disposal to advise and help him in all matters having to do with his general store management and selling. But all transactions relating to the actual sale of overalls to the store will be carried on through the mails.

Our average selling cost for the

Apropos of 1930

"It's all in the state of mind"

SEVERAL years ago, at this time, we clipped from somewhere and offered as a thought for the New Year the lines on the opposite page. These homely verses apparently struck home to many and a request the other day leads us to reprint them here.

As we said then, the idea embodied in this verse applies to the successful pursuit of all lines of endeavor; and to none more so than to men engaged in salesmanship, whether the product they sell be bonds or bridges, soaps or soups, paints or French lingerie; and whether the form of salesmanship they employ be the spoken or the printed word.

—It is fundamentally true that "the man who wins is the fellow who thinks he can."

—The salesman who sells is "the man who thinks he can."

—The advertisement which sells is the advertisement which subtly conveys to the millions that it's a *winning* ad.

And apropos of 1930, we would suggest that the course of business will be largely determined by the thought expressed here. "Think big and your deeds will grow—think small and you fall behind. Think that you can and you will; it's all in the state of mind."

It's All in the State of Mind

If you think you are beaten, you are;
If you think you dare not, you don't;
If you think you'd like to win, but you can't,
It's almost a "cinch" you won't;
If you think you'll lose, you've lost,
For out in the world you'll find
Success begins with a fellow's will—
It's all in the state of mind.

Full many a race is lost
Ere even a race is run,
And many a coward fails
Ere even his work's begun.
Think big and your deeds will grow,
Think small and you fall behind,
Think that you can, and you will;
It's all in the state of mind.

If you think you are outclassed, you are;
You've got to think high to rise;
You've got to be sure of yourself before
You can ever win a prize.
Life's battle doesn't always go
To the stronger or faster man;
But sooner or later, the man who wins
Is the fellow who thinks he can.

—Author Unknown

LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
919 N. Michigan Avenue

LOS ANGELES
1131 South Broadway

TORONTO
67 Yonge Street

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

MONTREAL
1434 St. Catherine Street W.

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete
advertising agency, self contained; collaborating with other
Lord & Thomas and Logan units to the client's interest.

last five years has been about 5 per cent. Now that the salesmen are out of the picture we shall pass along this commission to the dealer. The maximum quantity discount of 5 per cent, which represents the full average cost of maintaining our salesmen, will be given to all dealers whose net purchases from us for the calendar year 1939, including lot numbers, exceed fifty dozen. The scale grades down to 4 per cent for forty dozen; 3 per cent for thirty dozen; 2 per cent for twenty dozen and 1 per cent for ten dozen.

In addition to the quantity discount, we propose to allow full freight reduction on all orders of five dozen or more. The goods will be shipped, as before, f.o.b. Oshkosh, and the dealer will pay the freight when he receives them. But, in remitting for the goods, the receipted freight bill will be accepted by us as that much money.

There is one feature of the plan that might be construed, in the beginning at least, as an obvious weakness. This is that some dealers out of the thousands who are already selling Oshkosh overalls as no-profit leaders to compete with Penney, may be inclined to continue selling at their present price after they get the salesman's commission under the new deal and thus make rather a decent net profit on the transaction. Our task is that of insuring the use of the new low price for the length of time necessary to prove to the dealer that it can actually create business for him. When this showing is made there will no longer be any doubt about his carrying it out consistently. To make sure that the dealer thus gives the plan a fair opportunity to show its worth, we will contribute liberally to the cost of local newspaper and poster advertising featuring the price strongly for our dealers as fast as they take up this method of merchandising. Our policy heretofore has been to pay half of the cost of their local advertising; and now our idea is to pay all this cost for new accounts when they start the loss leader selling plan.

Here is the analysis that prompted us to decide upon the

continuous weekly appearance of small newspaper copy for this purpose as against the occasional use of a full-page advertisement: The process of buying an overall must await the needs of the wearer. And just because a dealer may run a full page featuring Oshkosh overalls at this close price, no stampede of overall wearers to his store will be caused. Unquestionably, many who see the page presentation would like to buy an Oshkosh B'Gosh overall at that price but their present garments still have several weeks' or months' wear and no outlay will be made for new ones, regardless of price, until it is necessary.

Importance of Time Element Will Be Explained

Our district managers will explain to the dealers the importance of the time element in producing, with this newspaper advertising as a basis, the substantial growth in their high-grade overall wearing trade which they want. This is an important point because retailers are likely to become impatient too quickly with a proposition of this kind unless they thoroughly understand what it is all about. It has been proved to us repeatedly that retailers fully appreciate the soundness of this seemingly radical merchandising method once it has been explained to their satisfaction and that after they have used it for a year they are thoroughly sold on the results. The inductive method of showing the dealer the advantages of maintaining the low selling price is vastly better than any coercive procedure. If a dealer sells at a close price because he wants to, the results are going to be much better than when he thus proceeds because somebody has brought pressure to bear upon him.

In doing away with our sales force of thirty men so as to help the independent dealer better to compete with the chains, we have been impelled by the unescapable fact that this is the age of big business in retailing as in manufacturing. The national chains and mail-order houses which feature price are surely big business in retailing. The great nationally ad-

YOU
CANNOT
COVER
CLEVELAND
WITHOUT THE
CLEVELAND
NEWS

43.7%
of Cleveland's
evening paper
circulation is
News circulation
into the homes
for evening papers
go home
when folks do

THE CLEVELAND NEWS

George A. McDevitt Co., National Representatives

Where the seventh day reveals the value of the other six

FIND a newspaper that holds its readers seven days a week, and obviously you have found *home strength*.

By this token, there's a situation in Boston that can't be overlooked by any advertiser who aims to strike home.

Three Boston newspapers carry the bulk of the advertising. On Sunday, in the Metropolitan district, one of these loses a third of its week-day readers. Another loses nearly two-thirds. *The Globe alone holds its week-day audience practically intact on Sunday*, thus proving itself the established, dependable home paper of Boston.

Cold reasoning? Cold as ice—and just as clear.

If it seems inconclusive, consider the advertising experience and present program of Boston merchants, whose business depends on reaching the home . . . *They are placing more advertising in the Globe, seven days a week, than anywhere else.* The department stores not only use as much space in the Sunday Globe as in the next three papers combined, but 48% more space in the Globe, seven days a week, than in the second paper.

Many national advertisers are following suit. With due regard for A. B. C., they are also keeping in mind this X Y Z of proven home strength.

THE GLOBE built up home appeal from the very beginning. Its present widely popular Household Department grew out of the first woman's page in American journalism, established by the Globe 35 years ago. Its local news has always been the most complete in this self-contained community. Its school news keeps to the forefront. Its sport pages are read throughout New England and quoted throughout the country. And it gives Boston's substantial business men the news that business men want.

Moreover, the Globe always has been free from bias in politics.

Of course you can "reach" many Boston homes without the Globe. But to do a real selling job in the majority of homes in this trading area where average family wealth is \$9000, the Globe has become essential.

All the facts are contained in our booklet, "Reaching Buying Power in the Boston Market." Write for a free copy.

The Boston Globe

vertised lines of quality merchandise are just as surely big business in manufacturing.

Inasmuch as the independent dealer must ally himself in some way or other with big business, his place in the present scheme of things is obvious. He cannot expect to line up in any way with the chains or mail-order houses unless he sells them his lease. He cannot hope to offer them any real competition when it comes to selling the merchandise they feature.

But he can succeed if he will associate himself with powerful lines of merchandise for which consumer acceptance has been established. We are preaching to our customers that they must cater to the better class of trade with money to spend and an appreciation of quality. We do not mean by this that the clothier who sells overalls should necessarily run a "college shop" but that he should seek the trade of the business men, the skilled craftsmen, the more prosperous farmers, railroad workers and so on. Each group has its quality buyers and its price buyers—in overalls as in everything else. The dealer's chance for success, therefore, lies with the quality buying element, as the price buyers will automatically gravitate to the chains and nothing can stop that.

Naturally we have been giving much serious thought to this chain-store problem. And, in our widespread investigation, we have found a great plenty of prosperous independent dealers; but in substantially every case they are tied up closely with the distribution of the best grades and most popular brands of merchandise. They select their lines upon the reputation of the manufacturer for sustained high quality and alert merchandising methods—also on the reputation of the goods for delivering consumer satisfaction.

Kapo Products Appoints O'Connell-Ingalls Agency

The Kapo Products Company, Boston, Mass., life preservers, camp sleeping equipment, etc., has appointed the O'Connell-Ingalls Advertising Agency, of that city, to direct its advertising account.

Publicity Lodge, F. & A. M., Elects Officers

Beginning with its ninth year, Publicity Lodge, No. 1,000, F. & A. M., New York, will be under the administration of Raymond M. Dinsmore, who was elected master at the annual meeting held on December 16. The meeting was attended by close to 100 members. Mr. Dinsmore will succeed W. Archibald H. Greener.

Frederick C. McKittrick was elected senior warden and Herbert W. Evans, junior warden. Harry H. Charles, who has been treasurer of the lodge since its inception, was again re-elected to that office. Lincoln S. Jones was elected secretary. He succeeds W. Louis W. Bleaser, who has filled this office for four years. In recognition of this service, W. Bleaser was elected a member of the board of trustees for 1930.

The lodge reported a membership of 200, an increase of twenty members over the number enrolled at the annual meeting in 1928.

W. L. Dotts, Vice-President, Cleveland & Shaw

W. L. Dotts, formerly vice-president of the George L. Dyer Company, has become associated with Cleveland & Shaw, Inc., New York advertising agency, as executive vice-president. He had been associated with the Dyer agency for about twenty years and, during that time, directed its space-buying activities.

E. W. Federer, secretary of Dyer-Enzinger, Inc., successor to the Dyer agency, will direct space-buying activities. He has been in charge of space buying with Olson & Enzinger, Inc., and before engaging in agency work, was a sales representative of *The Delineator* and other publications.

P. J. Kelly, Vice-President, National Advertisers

P. J. Kelly, advertising manager of the B. F. Goodrich Company, Akron, Ohio, has been elected vice-president of the Association of National Advertisers.

Bennett Chapple, vice-president of the American Rolling Mills Company, Middletown, Ohio, has become a member of the board of directors.

The semi-annual meeting of the association will be held at French Lick Springs, Ind., from May 5 to 7.

B. F. McGuirl, Vice- President, Kling-Gibson

B. F. McGuirl has joined the Kling-Gibson Company, advertising agency, as vice-president, with headquarters at New York. For the last four years he has been with the New York office of the Ferry-Hanly Advertising Company, Inc., during part of that time serving as manager of that office.

PROOF

that Business Is Good in Milwaukee!

The Wisconsin News has been telling you much about favorable business conditions in this market.

Last week it presented a letter from a prominent banker telling why there is no depression in evidence here.

Here is Real Proof of Good Business

WEDNESDAY, DECEMBER 11

THE WISCONSIN NEWS

Published its

1929 Christmas Shopping Guide

424.07 COLUMNS

OF PAID ADVERTISING!

an 80-page newspaper!

56 pages in color!

Probably the largest single edition ever published in the Midwest, exclusive of Fridays or Sundays!

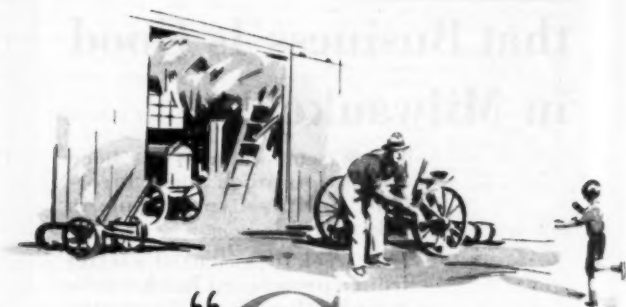
"YOU NEED THE NEWS"

WISCONSIN NEWS
MILWAUKEE

*One of the twenty-eight Hearst newspapers read by more than
twenty-million people.*

(ASK the BOONE MAN)

LIKE THE FARMER, YOU CAN REAP YOUR



“Corn’s up”

RADIO flashes the news to business farmers of the “Heart” district when “corn’s up.” Yesterday’s ways are too slow for the large-scale operators of America’s richest agricultural section. When it’s time to sell, the “Heart” farmer phones a local buyer and makes his deliveries to a cash market.

Modern marketing equipment is largely concentrated in the “Heart” region that has 60% of the radios, 61% of the telephones and 44% of the trucks used on American farms.

“Heart” farmers are prosperous business men. Diversified farming results in year around income. They raise 54% of America’s livestock, use 60% of its tractors and produce 78% of its grain.

Successful Farming is edited for “Heart” farmers. Its editorial content is directed to the interests and needs of this fertile region, exclusively. Facts, ideas and suggestions found in Successful Farming have won for this magazine the active interest of 1,175,000 buying families—more than are served by any other publication in the “Heart” states. “Heart” farmers have rewarded Successful Farming for constructive effort by an unparalleled degree of reader interest and confidence.



Successful Farming serves the agricultural heart of America.

YOUR

GREATEST SALES HARVEST IN THE HEART



Let this powerful magazine with its intensive coverage of America's richest farm region help open an entirely new market—or further entrench you in an old one.

Successful Farming

Why the Large Chains Prefer Advertised Brands

Economics, Rather Than Sentiment, Has Forced Private Brands into Permanent Second Place

THE CROWN OVERALL MFG. CO.
CINCINNATI, OHIO

Editor of *PRINTERS' INK*:

Can you supply us with any articles which have appeared in your publication relative to the advantages to be gained by chain stores featuring nationally advertised merchandise? The writer is of the opinion that the Great Atlantic & Pacific Tea Company has had great success through featuring nationally advertised merchandise.

THE CROWN OVERALL MFG. CO.
O'NEIL GOODWIN,
Advertising Manager.

MR. GOODWIN is entirely right in his thought that the A. & P. "has had great success through featuring nationally advertised merchandise." This greatest of all grocery chains is not in the least influenced in its policy by sentiment. Advertising is by no means a mystical or sacred word with it. It has the capital, the distributing organization and the brains to exploit private brands on a nation-wide scale if it should so choose, to the practical exclusion of advertised brands. That it does not do so means that advertising has proved its case and has made good with the A. & P.

When a chain gets to be as large as the A. & P. and has such a recognized place in the buying consciousness of a large element of the American people it may claim, with at least a show of reason, that its reputation as a producer of salability is not far, if any, behind that of the general advertiser. But there is no more magic around chain-store salability than around general advertiser salability; each has to face strong competition. Many of the leading chains therefore—the A. & P. being a notable example—feature advertised goods not because they would be unable to get along without them but because they are able to get along much better with them. They realize that when chain distribution and general advertising get together on an equitable basis there has been

formed an alliance of two powerful forces, the united effect of which comes near to being overwhelming.

There are some chains, among them the Kroger Grocery & Baking Company, that still place their main emphasis upon their own brands. They recognize the force of the consumer acceptance that has been created for advertised brands, but argue that this is not sufficient to neutralize certain disadvantages; they claim they cannot meet price competition on advertised goods without sacrificing too much of their net profit.

This view, we think, is becoming recognized as a relic of the past; it is dying hard in some quarters, but it is dying. Chains in general are beginning to see that salability for quality merchandise has been established to an extent that makes any private brand, even of equal quality, rather a poor second. We know, for example, of a certain canner who this year sold to the A. & P. 200,000 cases of canned goods, comprising a single nationally advertised item. It would be hardly fair to mention this manufacturer's name, as his other customers (mainly chains, by the way) might get the idea that his huge transactions with the A. & P. mean that that organization has some subterranean advantages which were not enjoyed by them. This would be an erroneous view inasmuch as the A. & P. buys these canned goods at the same quantity price that would be given any other large purchaser, plus the same modest allowance for local advertising. But, while not subjecting this canner to possible, although totally undeserved, embarrassment by mentioning his name here, we are going to quote a remark he made to us which goes a long way toward explaining why one grocery chain takes such a great proportion of his total output.

"The quality of our goods," he

said, in explaining his manufacturing processes, "must be consistently and everlastingly the same regardless of any fluctuations in the quality of our raw material—changes for the better or worse that are dictated by Nature herself. If, therefore, Nature does not put sufficient sugar into this commodity we must add it. It would be highly detrimental, if not fatal, to us if our quality were permitted to go up and down from season to season. It must always be the same—never vary. *This is one of the penalties of advertising.*"

The italics are ours. Right here, of course, is the fundamental reason for the claim that advertised goods are usually of a higher quality than private brands. They are that way simply because they have to be. No great amount of imagination is needed, these things being so, to see why the chains buy so largely of this man's goods. And this is only one typical example out of literally hundreds that might be mentioned.

Great amounts of money and the best scientific and technical knowledge and skill must be employed in manufacturing if the quality of a product is to remain constantly uniform. There is a whole world of meaning in the foregoing sentence, as anyone can see for himself if he will look behind the scenes in the factories of every description where advertised, branded merchandise is being produced. Plainly speaking—and the chains fully recognize and admit it—this is too big a job for even the largest chain to undertake, bearing in mind the extent and multiplicity of its lines. Add to quality—enforced quality, if you want to call it that—the salability created by the producer's advertising; add to this the highly geared selling machinery of the chain store and you have the answer to the question as to why chains are fast turning from private brands to advertised brands. They were not doing this ten years ago or even five years ago. They are doing it today because it is the economically correct procedure; it is the way they can gain the most satisfactory net profit.—[Ed. PRINTERS' INK.]

George M. Sangster, Jr., with Albert Frank

George M. Sangster, Jr., formerly managing editor of *Pictorial Review*, New York, has been appointed manager of the Philadelphia office of Albert Frank & Company, Inc., New York advertising agency. He was also formerly with the United Business Publishers, Inc., and, at one time, was with the Keystone Publishing Company at Philadelphia.

Philadelphia Campaign to Get Under Way

Magazines, newspapers in major communities and business papers will be used in the campaign of the Philadelphia Business Progress Association, which will start some time in January. The Hancock Payne Advertising Organization, of that city, is directing the campaign.

J. H. Platten to Join Otis & Company

J. Homer Platten has resigned as executive vice-president of the White Rock Mineral Springs Company, New York. He will join the new business department of Otis & Company, Cleveland financial organization, on January 2. His headquarters will be at New York.

A. B. Tunis with American Gas Association

Allyn B. Tunis, for the last two years secretary of the Public Utilities Association of Virginia, has resigned to become secretary of the advertising and publicity section of the American Gas Association, with headquarters at New York.

E. T. Chester Joins Potts-Turnbull Agency

E. T. Chester, formerly advertising and sales promotion manager of the Peet Brothers Manufacturing Company, has joined the Kansas City office of The Potts-Turnbull Company, advertising agency.

Mulford Company Appoints H. B. Thompson

Herbert B. Thompson, formerly general manager of the Mortgage Corporation of Detroit, has been appointed financial advertising counsel of The Mulford Company, advertising printing, of that city.

C. N. Parsells with Guy W. Hodges, Inc.

Clifford N. Parsells, formerly with the sales staff of Fairchild Publications, New York, has joined Guy W. Hodges, Inc., of that city, direct-mail novelties.

TRUSCON INVESTIGATION

On the heels of the Sherwin-Williams investigation published last week, we are now privileged to release the results of a comprehensive study just completed by the Truscon Steel Company.

A questionnaire was sent to the entire Sweet's Catalog list of architects. Over 1200 replied.

The results confirmed in every particular not only the Sherwin-Williams investigation but every other investigation made in recent years.

The check-up of The Architectural Forum's two-section policy is worth special note.

ARCHITECTURAL PAPERS

THE ARCHITECTURAL FORUM
received more first votes than the
next two magazines combined,
more first votes in every
A. B. C. state group as well as
the country as a whole,
more total votes than any
other publication—
and

"It seems that the division of The
Forum into two parts, as now
issued, is favored. The vote was
overwhelmingly in the affirma-
tive."

(Signed) Oscar W. Loew,
Director Publicity and Sales Promotion.

Complete copies of recent investigations
may be had by addressing The Architec-
tural Forum, 521 Fifth Avenue, New York.

Uses Stories for Children as Good-Will Copy

How a Public Utility Is Reaching the Home Through Children

FEELING that, as a distributor of natural gas, its advertising should reach the home, the Southern Cities Distributing Company, Shreveport, La., has recently begun an advertising campaign addressed to the children of that city. This public utility, which is a subsidiary of the Arkansas Natural Gas Company, a Cities Service organization, is making no mention of natural gas in its copy, believing that the signature of the company and the contact these stories will build up with the parents of the children of Shreveport will accomplish a considerable part of its advertising purpose.

Under the caption, "Adventures in Storyland," the Southern Cities company is presenting in an evening newspaper each Monday, Wednesday and Friday short stories which John L. Fletcher, advertising manager of the Arkansas Natural Gas Corporation and associated companies, characterizes as "wholesome entertainment for the children and a handy bit of elementary education to answer the average parent's nightly problem: 'What story shall I tell them this evening?'"

These stories, with appropriate illustrations, are being published on the newspaper's comic page in two-column, twelve-inch space. They are told in very simple language and treat of such themes as Armistice Day, how Texas Avenue gained its name, the legends of Caddo Parish Indians and famous fairy tales, which are condensed,

yet clearly told. A great deal of research was necessary before the series could be launched in order that the stories might be accurate and contain material which would be of especial interest to the children.

The introductory advertisement in the series was larger and carried more illustrations than the succeeding ones. It told about the stories to come in these words:

We believe the children of this community would like to read about the childhood life of famous folks and interesting subjects—so we're going to tell you a story like this every Monday, Wednesday and Friday in The Journal. If you like these stories we will appreciate it ever so much if you will write and tell us so.

After this series has been running for about three months, all of the stories printed up to that time will be collected in booklet form and will be distributed to the children of Shreveport. Mr. Fletcher reports that children have learned to look for the stories and insist that their parents read them aloud.

John Wells with Lento Press

John Wells, formerly with James A. Campbell, Jr., Inc., New York, printing, has joined the staff of the Lento Press of that city, as advertising manager.

Los Angeles Agency Changes Name

The Essig Aero Advertising Service, Los Angeles, has changed its name to The Essig Company.



This Advertisement Introduced the "Adventures in Storyland"



"There's a land that is better I know"

Downcast sales executives who are wondering what is the best thing to do next year to hold their present volume and make it go ahead a few notches, in the face of general conditions that look "spotty," should investigate the persuasive sales power of rotogravure, the pictorial, double-action, quick-pulling type of printed salesmanship. Your sales literature in rotogravure, profusely illustrated with pictures, will help you and your dealers and distributors tell your story more effectively to the ultimate consumers. (Incidentally, rotogravure costs are kind to constricted budgets.)

P.S. Read on—there's a coupon in the offing.



ART GRAVURE

DESIGNERS and PRINTERS of
ROTOGRAVURE ADVERTISING

COMPLETE PLANT AND PRODUCTION FACILITIES AT
NEW YORK, CLEVELAND AND CHICAGO

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Heighten Sales Appeal with Pictures in Rotogravure

Your public may or may not have less to spend next year, but no matter how much it has, the competition among producers will be keener than ever before.

In their expenditures, families often must choose from automobiles, radios, home improvements and electrical goods, as classes of items first, before deciding which brand of a specific item of merchandise they will purchase. Printed salesmanship in pictorial rotogravure form will help your wares maintain their place on family budget lists.

The great success of direct advertising literature in pictorial rotogravure compares with the powerful sales appeal of newspaper rotogravure advertising. Pictures speak faster and more forcefully than words—and pictures reproduced in rotogravure lose none of their dramatic force, they convey the authentic atmosphere of quality and usefulness of the actual merchandise.

Send us the coupon on the next page for a copy of our book, "Sold at First Sight," which will show you how to dramatize your sales literature with pictorial rotogravure.

E CORPORATION

General Offices: 406 WEST 31st STREET, NEW YORK

Telephone, Chickering 8655

NEW YORK
PHILADELPHIA

BOSTON

CHICAGO
CLEVELAND

How You Can Use Rotogravure to Increase Sales



For your 1930 sales and advertising program, you will get many ideas from "Sold at First Sight," which contains the complete story of pictorial rotogravure advertising, and tells how many great national advertisers are using it. If you are looking for a way to freshen up the sales appeal of your merchandise, get this comprehensive story of rotogravure and what it has done.

ART GRAVURE CORPORATION

DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING

General Offices: 406 West 31st Street, New York, N.Y.

NEW YORK » BOSTON » PHILADELPHIA » CHICAGO » CLEVELAND

Clip, sign and mail coupon below today for your copy of the new rotogravure book, "Sold at First Sight."

ART GRAVURE CORPORATION

406 West 31st Street, New York, N.Y.

Without obligation, please send us a copy of your new book, "Sold at First Sight," as offered in Printers' Ink, December 19, 1929

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Spectacular Demonstration Helps Overcome High Price

How Steelcote Rubber Enamel Became One of the Largest Selling Brushed-on Auto Finishes in Three Years

By Donley Lukens

THREE years ago Steelcote Rubber Enamel was unknown in the trade. Today it is one of the fastest selling brushed-on auto finishes on the market. It has made this record in spite of the fact that it is priced higher than most finishes.

"After we were sure that our product was right," said Anthony E. Niedt, vice-president, Steelcote Manufacturing Company, of Saint Louis, "we began to cast about for ways and means of making a spectacular sales demonstration that would enable our fifty salesmen to demonstrate the quality of Steelcote Rubber Enamel to the trade quickly and convincingly.

"With the aid of our testing laboratory, we developed a demonstration consisting of four tests that were both spectacular and convincing."

The first of these tests Mr. Niedt calls the hammer test. A piece of zinc, coated with Steelcote Rubber Enamel that has had an opportunity to dry and harden thoroughly, is struck with a hammer to show that the force of the blow does not crack nor chip the enamel.

The second test is the bending test. In this test the piece of zinc, which has been painted with Steelcote, is bent back and forth until it breaks to show the flexibility of the enamel. While making this test, the salesman emphasizes the importance of having an auto finish on a flexible film that will not crack nor chip when a fender is bent, or the body dented.

Test number three is the acid test. In this test, the salesman suspends a piece of the zinc he has been using for the other demonstrations in a bottle of muriatic acid. The acid quickly eats away the zinc, leaving the thin film of Steelcote Enamel to prove to the

prospect that it will withstand the onslaughts of even a powerful acid.

Since this enamel is sold to auto paint shops that specialize in low-priced refinishing and to individuals to refinish their own cars, the ease and speed with which it can be applied is a very important factor. The fourth and last test is designed to demonstrate this point and drive it home to the prospective dealer. The salesman brushes a little Steelcote on a piece of metal and then writes his name in the wet enamel. The self-leveling qualities of the enamel immediately cover it over, and the panel dries smooth and glossy.

Getting Dealers to Stock Complete Line

Having worked out the details of the sales demonstration, the next problem to be met was how to get the dealers to stock a complete line of colors. Failure to do this would mean lost sales. To solve this problem, it was decided to go to the trade with a proposition to exchange any color, or colors, that the dealers might overstock. This policy not only helped the salesman induce the dealer to stock the full line, but it also kept up the dealer's enthusiasm for the line by keeping his shelves free from dead numbers.

"We have found this policy," declared Mr. Niedt, "worth many times its slight cost. It has enabled the dealer to stock the complete line with the full assurance that he will always get the maximum turn-over on his invested capital. The result has been that this policy has helped us to build dealer confidence and good-will that is an invaluable asset to our business.

"Another thing," continued Mr. Niedt, "that we think has contributed largely to our success is our



HOUSE X

Two doorways, just alike.

They open into homes, just alike.

A salesman looking at them would say they offered equal possibilities in making a sale.

But they do not.

Behind the doorway of House X he will find a liberal spender; the home contains modern comforts and luxuries; the door swings wide and often to guests.

COSMOPOLITAN: A Class Magazine

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HOUSE Y

On the contrary, House Y seldom entertains; fewer purchases are made, though of good quality, the furnishings are older, less carefully selected.

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a sale. You can't distinguish them from the outside, but there's a better way—

X reads Cosmopolitan.

Y does not.

will
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door Positive indication of liberal buying habits heretofore has been guess work.

Now a microscopic analysis of a Trading Center proves that Cosmopolitan families are good prospects when there is no other difference apparent.

Let us tell you the story of "*The House Next Door.*"

agaith More Than 1,600,000 Circulation.

The New York Times MAGAZINE

OFFERS ADVERTISERS ten principal advantages—four exclusive—listed below:

- *1. The largest high quality net paid sale in America—750,000 copies—as a part of the Sunday edition of The Times.
- *2. Concentrated coverage in the rich New York market (unequaled by any national magazine) and states of the great industrial East.
3. A national circulation which compares favorably, state for state, with that of any leading class magazine at one-fourth to one-twelfth the milline cost.
- *4. Distribution among retail buyers and executives throughout the United States exceeding that of most trade publications—a contact for distributor as well as consumer through a single medium at lowest comparative cost.
- *5. Black - and - white roto-gravure printing which allows striking and life-like illustration of advertising.
6. Long life in the home because of the sustained interest of its articles.
7. Unexcelled reader interest. For literary excellence and authoritative treatment of current developments in every phase of human activity The New York Times Magazine is unique. Its roster of contributors includes outstanding contemporary authors and interpreters.
8. A setting of news interest which makes it invaluable for launching new products. Its advertising columns as well as its articles reflect new trends, and this atmosphere, coupled with the circulation advantages detailed above, makes it ideal for new advertisers and advertisers of new products and services.
9. Proved responsiveness to a wide range of advertising (detailed information upon request).
10. Unsurpassed reader confidence because of the advertising standards of The New York Times, and prestige which always attaches to an announcement from New York.

**Exclusive Advantages*

The New York Times Magazine

Printed and Illustrated in Rotogravure

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policy of establishing the resale price, and then seeing to it that that resale price is maintained.

"The independent merchant is by far the biggest outlet for our products, and we feel that our future is largely dependent upon his prosperity. To prosper, he must earn a profit and we feel that our policy of price maintenance is one of the things we can do to help assure him of this profit."

The company tells the chain stores that it wants their business as long as they do not cut the price, but that if they are found cutting price, it will not care for any further business from them. In addition to this, it refuses to exchange colors for anyone, be it chain store or independent merchant, who cuts the price on the enamel.

When Steelcote was first put on the market, branch offices were opened in the principal jobbing centers throughout the country. At the end of the first year, it was decided that the salesmen spent too much time in the office tending to detail work, or waiting for telephone calls, and not enough time on the street selling. The quickest and surest cure for this was to close the branches. This was done and the original policy of selling direct to the dealer was changed to selling through the jobber exclusively. All orders that came in direct from dealers after the new policy went into effect were shipped and billed through the jobber in whose territory they happened to be.

When this change was made, the sales force called on the dealers with jobbers' salesmen, teaching them how to sell Steelcote. Whenever a new jobber takes on the line, one or more (usually three or four) company men are sent down to do detail work with the jobber's men. Experience has shown that it takes a specialty man an average of about three days with each of the jobbers' salesmen to not only show him how to sell it, but also to win him over to selling all of it he possibly can.

Each year the men spend a month with each of their jobbers,

helping the salesmen increase their sales.

"How," Mr. Niedt was asked, "do you create the consumer demand to take these goods off of the dealer's shelves?"

"Newspaper advertising and dealer helps," he replied. "Our advertising appropriation is divided among the various jobbers' territories in direct ratio to their purchases. Ten cents of every dollar they pay us is spent in advertising in their territory."

"For a while, we allowed a few of the jobbers to handle the advertising themselves, but we found this system did not work out. Some of them would overspend their appropriations and others would overlook it in the rush of other details, so all advertising is now handled by our agency."

"We still give our jobbers a good deal to say about how the advertising money for their territory is spent. Inasmuch as they are making a constant and detailed study of their markets in order to build their own business, and since their volume as well as ours depends upon the effectiveness of the advertising, we welcome their suggestions. Unless they request something that we have previously tried and found a failure, we follow practically all of the advertising suggestions our jobbers make to us."

The company handles its distribution of dealer helps on much the same basis that it apportions its advertising appropriation. One of the color panel stands goes with each initial order. Some of the larger assortments carry window and other display material with them. The older dealers secure new display material by placing fill-in orders to keep their stock complete. This method has resulted in an unusually wide use and small waste of the dealer helps.

Now with Toronto "Daily Telegram"

William Sparrow, for several years an advertising salesman with the Toronto *Mail & Empire*, has joined the advertising sales staff of the Toronto *Daily Telegram*.

Why Do the Buyers Buy?

Markets Are Affected by Many Unsuspected Factors

"THERE is greater need today than ever before for accurate knowledge of markets," R. O. Eastman, of R. O. Eastman, Incorporated, told the Technical Publicity Association, New York, at a dinner December 11.

"Many a manufacturing concern," Mr. Eastman told his audience, "is shooting imaginary ammunition at an imaginary target. Markets are affected by many factors that management doesn't suspect; for markets are made up of human beings and human beings are influenced by many causes of which even the manufacturer's salesmen are ignorant.

"For the manufacturer, the task is first to determine what it is that he wants to find out, then to find it out in terms of tabulations of figures and finally to translate the figures into facts about people.

"The true test of a product, of its appeal to its potential buyers and of the merchandising methods behind it, is the product's performance against competition. Why do the buyers buy? Why do the non-buyers either fail to buy, or buy something else? When do the buyers buy—when as to seasons? When with reference to certain selling effort that is applied to them? How many of them buy competing goods because competition offers concession in price? There's a live question in the automotive field. We hear that in that industry, the trade-in is a serious evil. Yet a market study by a certain motor truck concern revealed that in considerably less than one-half of all instances were that company's salesmen called upon to bid on trade-ins, and further that approximately one-half the sales were made on a basis of lower, rather than higher, trade-in allowances.

"Sometimes a manufacturer advances the wrong selling arguments. In its advertising, a certain motor truck featured internal-gear drive. But a canvass of actual buyers of that truck revealed that most of them preferred a drive of another

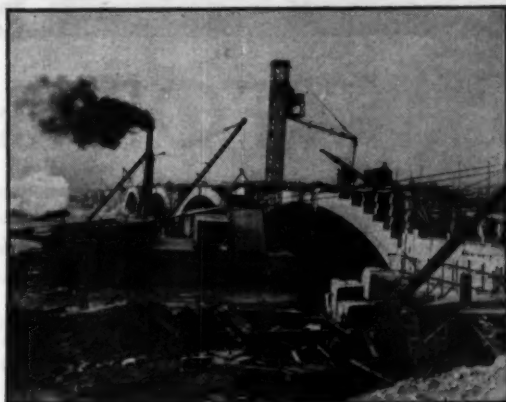
type. In other words, they'd been buying that truck in spite of the featured appeal in its advertising.

"A market study by a manufacturer of a passenger car revealed an interesting public misconception. Although the car was moderately priced, its advertising had been advancing the idea that the product really belonged in the high-grade class. A study disclosed that the general public believed that the price of the car was 20 per cent higher than it actually was. Again the answer was obvious—an advertising campaign centered on price.

Quantity of Information Not All-Important

"Unless you aim at a quantitative, cross-section analysis, it isn't necessary to pile up a huge mass of filled-in questionnaires. The true objective is accuracy, plus thoroughness. I don't believe you need to worry about quantity of information. If you were analyzing the water in each of the Great Lakes, you'd need take no larger sample from Superior than from Erie. If you can get the complete story from 100 selected customers—carefully selected so as to give you a true picture of your market under all conditions—if you get that story in all its significant details, you have as dependable a guide as you would have if you had drawn the information from a thousand.

"Don't undertake a survey with the idea that you're going to discover something that will turn your business upside-down. Most likely you'll find nothing revolutionary. While it's true that occasionally you'll find something distinctly wrong, more often the results will be confirmatory. You will uncover facts, perhaps, that you've believed but never acted upon. And much of the information will serve to clarify your own ideas and, by placing under your beliefs a foundation of knowledge, enable you to strengthen your methods and place the emphasis where, most likely, you long have believed it belonged."



Nearly a Quarter of a Billion Dollars Is Washington's Quota for Federal Construction.

The New \$15,000,000 Memorial Bridge

Linking the Lincoln
Memorial with
Arlington, across the
historic Potomac

One after another, immense structures are taking shape—buildings of beauty, as well as to become the busy hives of the Government's expanding importance.

But the Washington Market is busy on its own account, too—with a steady, substantial growth in population; with more spending money per capita than any other city.

This means the ability to indulge in the luxuries of life as well as the commodities—which makes the Washington Market a particularly desirable one to cultivate—and remarkably easy, with ONE newspaper—THE STAR—Evening and Sunday—completely covering the field from one end to the other.

The Evening Star.

With Sunday Morning Edition
WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 48th Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

SEEN **FOR A H** **TO BREAK OPEN E**

Some advertisers who have been puzzled in their endeavors to break into the "Hub" rather difficult. As a matter of fact it isn't any more difficult in Boston than it is in any other great city—merely different. One does not open an egg, neither is it possible to break into the Boston market by thorough penetration alone.

The people of Boston, nearly three million of them, form the foundation of the market. No city, except New York, is so compactly populated, but conditions are such that people are divided into two groups that form two distinct and separate markets. The market is thoroughly covered to make any advertising campaign successful. It is difficult to grasp by outsiders, but it is a real cleavage and it is the result of heredity, sentiment and environment.

Each one of the four large daily papers serves one or the other of the two groups. The Herald-Traveler differs from the other three in typographical appearance and method of news presentation and display. The other papers are viewed from each other's respects. They serve the second group—not one of the three has a large market.

The importance of the Herald-Traveler group to the advertiser is shown by this newspaper. The Herald-Traveler leads all Boston newspapers in total national advertising and total display advertising. Its readership is the larger buying element of Boston's divided market.

Advertisers who use the columns of the Herald-Traveler to reach the first group, need not use one other newspaper to cover the greater part of the other group, for the Herald-Traveler is almost completely covered.

Advertising Representative:
GEORGE A. McDEVITT COMPANY
 250 Park Avenue, New York, N. Y.
 914 Peoples Gas Building, Chicago, Ill.

For seven years the Herald-Traveler has been advertising, including automobile advertising among newspapers.

BOSTON HERALD-TRAVELER



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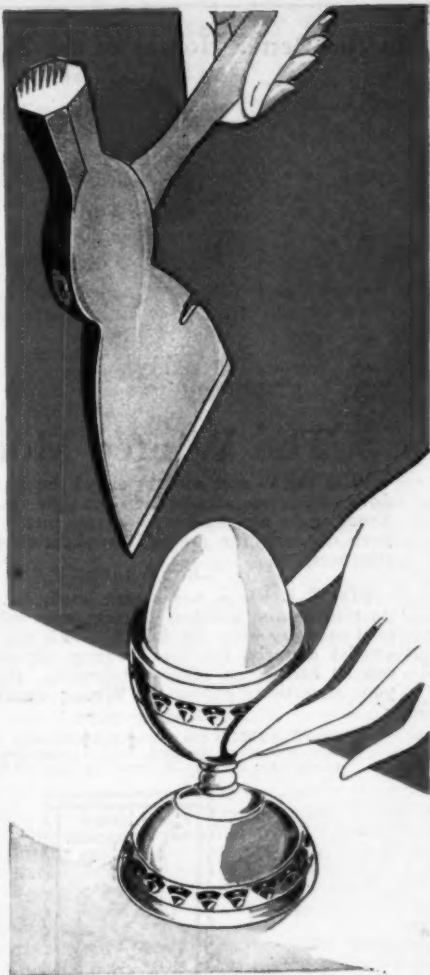
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ERLD-TRAVELER



In the Better Homes of the Bigger Towns



The Winter Months

With the Winter months ahead the Boy Scout settles down to close application on his Scouting study. Scouting is not all play by any means. Study must pave the way for practical application in the Scout's advancement.

—BOYS' LIFE—

BOYS' LIFE is not a text book, but in its fiction, its reports and articles, it treats with subjects that appeal to every boy. In BOYS' LIFE the Scout secures special material for his Scouting advancement which can be had in no other publication. Reach him with your advertising during the Winter months.

—BOYS' LIFE—

BOYS' LIFE is the official publication of the 625,000 Boy Scouts of America, but is subscribed to separately from dues, at 20 cents the copy, \$2.00 the year.



In the Better Homes of the Bigger Towns

BOYS' LIFE

2 Park Avenue—New York City

BOSTON
Old South Bldg.

CHICAGO
37 So. Wabash Ave.

LOS ANGELES
Blanchard-Nichols-Coleman

Obtaining a Welcome for the New Salesman

Michaels, Stern & Co. Emphasize the Ability of New Men to Give the Dealers Resale Ideas

WHEN Sid Cornish or Patsy Kimball, who have been selling coffee, electric refrigerators, or life insurance in the ten northern counties of Kansas, resign to go with another company, there comes the task of introducing the new salesman to the trade.

To have the man who takes the old salesman's place come out to see the other man's customers on a cold turkey basis often leads to complications. The former salesman has made many friends, he has passed on ideas and information, he has left the impress of his personality at every retailer's store where he made periodic calls. The retailer expects, if he has been in close touch with the previous salesman, some sort of explanation from the house as to who the new man is and how he is qualified to serve.

Many companies have used elaborate and ingenious plans for the introduction of the new man. Others have made the mistake of being too abrupt and business-like with formal announcements, which leave out entirely the qualifications of the new man and the reason for the change.

Michaels, Stern & Co., manufacturers of men's clothing, have for some time used a combination of announcement pages in the company magazine sent to retailers and a direct letter of announcement. There are no frills or fancy words connected with either announcement or letter. But there is a definite policy of emphasizing the ability of the new man to help the retailer sell more merchandise. His previous experience is capitalized with this thought always in mind because of the company's knowledge that resale ideas are always at a premium in every line of business. Usually sufficient space is allowed in the "Messenger" to publish photographs of each individual who has joined the company and is

about to call on retailers for the first time, together with a brief summary of who the man is, why he is joining the company, what happened to his predecessor and how the new man is equipped to help.

Here, for example, is a typical announcement of one salesman:

Mr. Thomas R. Stern, son of Mr. Isaac Stern, of our firm, will add to his former territory some of Mr. Parks' customers in Kansas and Nebraska. Mr. Stern knows clothing from its tailoring in our shop to its final sale to consumers. You will like Tom and appreciate his advice in the selection of spring and summer merchandise.

Previously, the fact had been announced in introducing two other salesmen that Mr. Parks resigned "after many years of faithful service." All of the retailers who used to buy from Mr. Parks naturally appreciate the good words spoken about him and are pleased that they are to be called upon by the son of one of the chief executives of the concern. Other announcements in the current issue of the company's magazine contain lines like the following:

"His merchandising knowledge will be appreciated by those of our customers upon whom he will call."

Another one: "He has had a very valuable experience both as a retailer and as a salesman, is a keen judge of clothing values and the problems faced by the retail stores today."

Still another: "Mr. Halligan has had a varied experience of many years in the tailoring and sale of men's clothing which gives him a high capacity in judging the needs of a retailer."

The follow-up letter to the retailer, which is sent after the picture of the new salesman and the short item about him have appeared in the house magazine, follows the same style of businesslike brevity emphasizing always the fit-

ness of the new man to act as a purveyor of resale ideas. Here is a typical example:

We are very pleased to advise you that Mr. Thomas Tyler will call on you in our interest for spring 1930.

Mr. Tyler has a thorough understanding of our line and is better enabled than most salesmen to advise you, because of his experience in the retail clothing business.

Our spring '30 line is the most complete and comprehensive line that we have ever shown. We offer a number of outstanding merchandising ideas for which you can have exclusive sale.

There is nothing so valuable to the independent retail clothier today in beating cheap clothes competition, than feature merchandising ideas—ideas with which he can control the sale of them and the price of them—and which cannot be bought by any competition in his town.

You will see Mr. Tyler in the very near future and we shall appreciate any courtesies that you may extend to him. We hope that you will give him an opportunity to show how our line can help you build up a larger and more profitable business.

In close relation to the house-magazine announcement and the direct letter to the retailer, which follows it, is a series running in the house magazine on better business methods for retailers, which emphasizes the value of ideas in enabling the individual retail distributor to meet the competition of the mail-order house and chain store. Such articles point out to him that personal service, style, quality and personality are substantial factors in which the individual operator should be supreme in his field. The company suggests by its method of introducing the new salesmen that its men have been carefully selected to help the retailer emphasize those qualities by which he should be able to compete most successfully with the larger units in the field.

F. H. Elms to Direct Enders Razor Sales

Francis H. Elms, for many years sales manager of the vacuum bottle division of Landers, Frary & Clark, New Britain, Conn., and, more recently, vice-president in charge of sales of the Magazine Repeating Razor Company, New York, is now sales manager of the Enders Razor Company, Inc., also of New York.

Start "The Western Grower & Shipper"

A new monthly magazine, *The Western Grower & Shipper*, published by the Western Grower and Shipper Publishing Company, Ltd., Los Angeles, started publication with a December issue. It will be devoted to the interests of the Western vegetable industry and will also be the official publication of the Western Growers Protective Association, Los Angeles.

Officers of the company are Weston H. Settlementier, of the Los Angeles office of Lord & Thomas and Logan, president; Ross H. Gast, agriculturist specialist of the Los Angeles Chamber of Commerce, vice-president and editor; W. A. Clark, 3d, secretary-treasurer, and C. B. Moore, secretary-manager of the Western Growers Protective Association, associate editor.

What Eight Men Turn to First

JORDAN ADVERTISING ABROAD, INC.
DEC. 10, 1929.

Editor of PRINTERS' INK:

And still another unsolicited testimonial for "Groucho."

Of course, we all read PRINTERS' INK—eight of us, routed right through the office. What do we all turn to first? Why "Groucho" of course!

ALLEN H. SEED, JR.,
Vice-president and General Manager.

New Accounts to Byrum Agency

The Hungarian Mills, Denver, producers of mixed feeds, and Chappelo and Bryant, Greeley, Colo., blades for beet cultivating, have appointed the R. H. Byrum Advertising Agency, Denver, to direct their advertising accounts. Newspapers, agricultural papers and direct mail will be used on the Hungarian Mills account and Western farm papers on the Chappelo and Bryant account.

New Accounts for Gottschaldt-Humphrey

Stoddard, Inc., and the Southern Architect & Building News, both of Atlanta, and Harry Bros. Company of Louisiana, New Orleans, have placed their advertising accounts with Gottschaldt-Humphrey, Inc., Atlanta advertising agency.

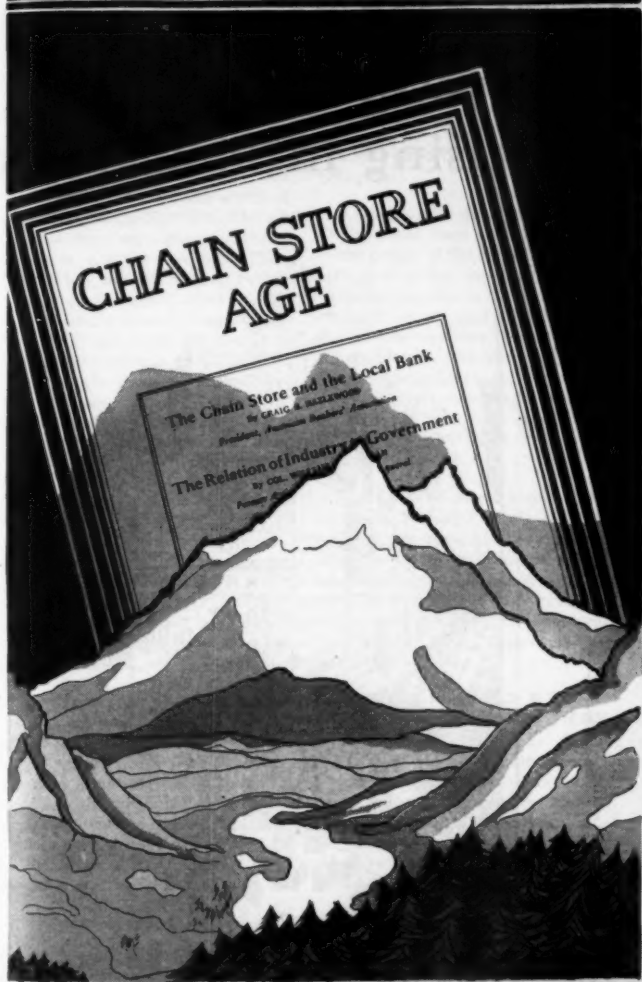
To Represent "Current History Magazine"

Miss Helen Giller has been appointed to represent *Current History Magazine* at Detroit. Harry E. Hyde will represent the magazine at Philadelphia and Dorr & Corbett will be Boston representatives.

Joins "Whip and Spur"

Fred D. Schoknecht, formerly business manager of *Apogee*, St. Louis, has joined the advertising staff of *Whip and Spur*, also published at St. Louis.

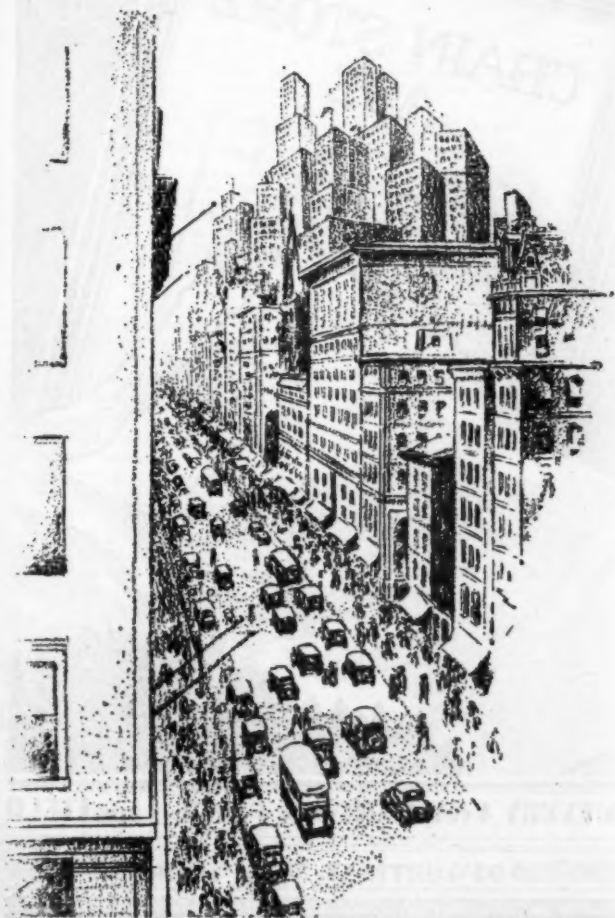
LARGEST ADVERTISING VOLUME



BY EVERY COMPARISON FIRST IN THE FIELD

93 WORTH ST. NEW YORK

There need be
no guesswork about
advertising in New York



ork

EACH of eighteen nationally known advertising agencies will place more than \$100,000 worth of advertising in the New York Herald Tribune this year. Many of them, of course, a great deal more than that. They are advertising everything from oranges to automobiles, from breakfast foods to travel tours. But the three agencies that top the field specialize in **FINANCIAL** advertising!—Rudolph Guenther-Russell Law, Inc., Doremus & Co. and Albert Frank & Co.

These three advertising agencies will have invested more money—in more space—in the New York Herald Tribune than any others in 1929. And it's perfectly logical. For such advertising must produce **IMMEDIATE RESULTS**. To get them it must appear where it will be seen and read and acted upon by men and women with money to invest.

The New York Herald Tribune is a profitable medium for financial advertisers. (It carries the second largest volume of financial advertising in America.) The favor it enjoys with national advertising agencies, where space-buying is reduced to a science, is revealed in its record-breaking gains—almost one and one half million lines of

full run advertising gained so far this year.

Aside from its size—over 300,000 Daily, more than 400,000 Sunday—the power of the Herald Tribune springs from the fact that it is ten times as popular in the better sections of the city and suburbs, as in the poorer sections. That's why its circulation has been called "A City Without Slums,"—a growing, thriving city containing thousands of families who can afford the things they **WANT** as well as the things they need.

The heads of these families have made the Herald Tribune a highly profitable investment for financial advertisers. The families themselves have made it equally profitable for advertisers of everything from rubber heels to diamond necklaces—from cigarettes to suburban estates.

THERE NEED BE NO GUESSWORK ABOUT THE NEW YORK MARKET. Ask a New York Herald Tribune representative to give you his brass tack "Result Stories"—names, facts, figures—on how many advertisers have won their New York markets profitably through the New York Herald Tribune.

NEW YORK Herald Tribune



NEW YORK	SAN FRANCISCO	CHICAGO	DETROIT	BOSTON
Main Office	Vorres & Conklin	John B. Woodward, Inc.	John B. Woodward, Inc.	Carroll Jackson Swan
225 West 40th St.	681 Market Street	360 N. Michigan Ave.	Fine Arts Building	931 Park Square Bldg.

London!

Within sight of the gold dome of St. Paul's Cathedral live, trade and *consume*, some 12 million British.

In that vast, concentrated area one evening paper is read by Britain's new leadership class.

This paper carries, day after day, *year* after *year*, in steadily increasing quantity, frequently, *exclusively*, advertisements for quality products. This paper is—

The Evening Standard

In all advertisements for travel, motor cars, radios, musical instruments, women's apparel, household essentials, and *finance*, it leads all evening papers by a great majority.

In advertisements for patent medicines, strict censorship puts it hopelessly behind its "competitors." These facts point their own moral.

The Evening Standard is a London paper, for the modern, progressive, cosmopolitan people of the world's largest city.

The Evening Standard

THE VOICE OF LONDON

JOSHUA B. POWERS, INC.

Exclusive Advertising Representatives

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

The Organized Publishers Look into Arbitration

They Consider Its Application to the Three-Sided Relationship of Publisher, Agency and Advertiser

By Arthur H. Little

A FREE-LANCE copy writer wrote six booklets for an advertiser. Having delivered his brain-product, the copy writer asked for payment at the rate that had been agreed upon in advance—\$100 for each booklet, or \$600 in all. But the advertiser said: "We'll not pay you. You didn't give us what we wanted. When you delivered copy for the first booklet, we told you that it didn't conform to our ideas. But you went ahead and wrote the others as you wanted to write them. The booklets are useless to us. We feel that we owe you nothing."

The copy writer, a belligerent gentleman, sued. In court, his contention was this: "My relation to this advertiser was precisely the same as the relation of an attorney to a client. My function was, not to receive counsel and direction, but to give the client that which I knew to be sound and right." However, the court, despite the interesting analogy, held that the booklets took the status of merchandise, and that the advertiser was wholly within his rights in refusing payment. There the matter might have ended—except for the copy writer's continuing belligerence. He appealed. And not until the supreme court of the State had ruled that the first court was right, did he surrender. Meanwhile, a \$600 difference of opinion had consumed many hundreds of dollars in attorney fees and court costs.

That is litigation.

On the order of an advertising agency, an artist painted a picture, a scene in a home. Into the picture he painted a certain famous "human" figure, the trade-mark of the agency's client. The agency, receiving the picture, admired its artistry, but, fearing that the artist had changed the trade-mark figure to the extent that it would not be generally recognizable—and the

time being short—commissioned another artist to "fix" it. The second artist did his job; and the amended illustration appeared in a full-page, full-color advertisement. Swallowing his professional chagrin as best he could, the first artist asked the agency for payment—\$550. The agency was doubtful, and admitted its doubt.

And now a scene, not in a court room, but in an office. A group of men gathered around a table. The artist told his story. The agency told its story. Lying before the group were the exhibits in the case—the original illustration and the resulting advertisement. The session lasted exactly one hour. And at the end of that hour, three disinterested men at the table, having heard and seen, nodded their heads. On the basis of what they had heard and seen they later rendered their decision—in substance, this: "We agree that an artist should be held to his contract obligations and that he should not be paid for work that is not performed in accordance with the contract. However, in view of the testimony and exhibits submitted, we feel that the artist is entitled to compensation in accordance with the modified bill submitted by him, in the sum of \$400."

And that is arbitration.

It is arbitration of the sort that is offered and advanced by the American Arbitration Association, and arbitration of the sort that has just been endorsed, in principle and practice, by the National Publishers Association. The organized publishers have appointed a special committee on co-operation with the arbitration association, to determine specifically what the association has to offer and how its principles and facilities may fit themselves into the nation-wide, triangular relationship between publisher, ad-

vertising agency, and advertiser. On the committee are Arthur Moore, of the International Magazine Company, and Malcolm Muir, of the McGraw-Hill Publishing Company. These two men will work with A. C. Pearson, of the United Business Publishers Corp., who long has been an advocate of arbitration and who is chairman of the arbitration association's committee on publicity.

The publishers' committee will interest itself, very likely, in what the arbitration association is, who are its officers and directors, what is the service it offers business—and why—and what are its policies and plans.

The association, incorporated in New York State and operating from headquarters in New York City, is a non-profit organization. As a clearing-house, the association performs the functions of an interchange of information about arbitration. It serves, also, as a co-ordinating body that seeks to bring together the different branches of trade in joint arbitration. It is, besides, a consultant in matters of standards, policies and general arbitration development. It operates, also, as a laboratory, for it conducts researches and issues publications to the end that there may be created an organized body of knowledge on the subject of arbitration. And, on its own account, it conducts arbitrations for disputants, anywhere in America—and whether they be its members or not—to the end that differences may be settled without recourse to lawsuit.

In a chain of America's most important commercial centers, the association has established arbitration tribunals to the number of 1,700; and on its nation-wide "panel" of arbitrators—arbitrators who serve, by the way, without pay—are business leaders to the number of some 7,000. To any of these tribunals, disputants—in any manner of controversy aside from disputes arising from relations with labor—may bring their differences for adjudication. For the service, each of the arbitrating parties pays a fee in accordance with the following schedule: If the claim or

counterclaim is less than \$1,000, a fee of \$10; if the claim or counterclaim is more than \$1,000 and less than \$10,000, a fee of \$25; and if the claim or counterclaim is more than \$10,000, a fee of \$100.

In most instances, the arbitration award is performed by the arbitrating parties without resort to legal enforcement. Under the Federal Arbitration Act, however—an act applying, of course, only to interstate commerce—and under most arbitration laws in the States, an arbitration award, subject to certain conditions, is enforceable in the same manner as a judgment of a court of law in a civil action.

The association's honorary presidents are: Herbert Hoover, Charles Evans Hughes, Newton D. Baker, Charles L. Bernheimer and Moses H. Grossman. Its active president is Lucius R. Eastman. On the board of directors are such outstanding business figures as Julius H. Barnes, Willis H. Booth, Irving T. Bush, John H. Fahey, A. Lincoln Filene, Harry F. Guggenheim, Charles E. Heitman, William Fellowes Morgan, Jr., Julius Rosenwald, Charles M. Schwab, H. R. Swartz, Owen D. Young, and Felix M. Warburg, the last named serving as board chairman. Heading the executive staff are: J. Noble Braden, in charge of arbitration; W. O. Conway, in charge of education; and H. Hatvany, executive secretary.

In order that, on its own account, it may offer facilities for the arbitration of commercial disputes, the association provides, for various geographical areas, "panels" of arbitrators—lists of men from whom the disputants may select the arbitrators who are to settle their respective differences. The "panels" are specialized as to trades. Thus, in the New York area, the list of available arbitrators is classified into many divisions. Of these divisions, the following are of direct interest to men in the publishing and advertising fields:

Division of Advertising: C. S. Baur, The Iron Age Publishing Co.; Roy Durstine, Batten, Barton, Durstine & Osborn, Inc.; George Ethridge, The Ethridge Co.; H. E. Fendler, Franklin Simon & Co.; Stanley E. Gunnison,

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PUT THE BANKER IN YOUR PICTURE



If putting the Banker in your picture is a new thought, let us send you two or three recent issues of the *Journal*, so that you may see for yourself how scores of nationally known companies are gaining and holding the Banker's good will. These copies may suggest a way that the *Journal* can be helpful to you too.

Alden B. Baxter,
New York.

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Capit & Birch,
Kohl Building,
San Francisco, Cal.
846 So. Broadway,
Los Angeles, Cal.

TO quote again from
that November 28th,
Printers' Ink editorial

... "The manufacturer
is wise who forgets not his
customer; and the manufac-
turer is fortunate who, in the
course of his merchandising
job can win and hold the
banker's good will."

THE advertising pages of
the *American Bankers As-
sociation Journal* are open to
reputable advertisers who have
a message for the Banker ---
---and the advertising rates
fit any appropriation.

AMERICAN BANKERS
Association
JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

Stanley E. Gunnison, Inc.; Robert H. Hamilton, Crane Leslie Co., Inc.; Henry S. Howland, H. S. Howland Advertising Agency; Edward Kramer; Ronald C. Lee; James O'Shaughnessy, *Liberty*; Frank Seaman; Jules P. Storm; and Richard Waldo, of the McClure Newspaper Syndicate.

Division of Printing: James E. Bennett, Babcock Printing Press Mfg. Co.; Ancel J. Brower, Blanchard Press, Inc.; C. Frank Crawford, Albert B. King Co.; James E. Foulks, Climax Stationery Co.; Charles Francis, Charles Francis Press; Harry Frank; Hugh Govern, Noel Printing Co.; Erich E. Lehsten, Maryland Color Printing Co.; Arthur W. Little, J. J. Little & Ives Co.; Oswald F. Marquardt, Marquardt, Blake & Decker, Inc.; and Jacob Monsky, Herald-Nathan Press.

Division of Publishing: Lawrence F. Abbott, Outlook Co.; W. Roy Barnhill, *Peoples Home Journal*; L. D. Becker, Electrol, Inc.;

James W. Bothwell, A. W. Stevens Printing Co.; Joseph H. Bragdon, Bragdon, Lord & Nagle Co.; George Brett, Jr., Macmillan Co.; Arthur H. Brook, U. S. Publishers Association; Merle Crowell, Crowell Publishing Co.; T. Irving Crowell, Thomas Y. Crowell Publishing Co.; William T. Dewart, New York Sun; Edward H. Dodd, Dodd, Mead & Co.; George H. Doran; W. Rodman Fay, C. Schirmer, Inc.; Frederick M. Feiker, Associated Business Papers, Inc.; John Burkam Ferris, W. J. Thompson Co., Inc.; Hugo Gernsback, Conrad Company; Herbert F. Gunnison, Brooklyn *Daily Eagle*; Samuel Knopf, Alfred A. Knopf, Inc.; Walter Lippmann; James H. McGraw, McGraw-Hill Publishing Co., Inc.; J. M. Mackay, The Iron Age Publishing Co.; Julian S. Mason, New York *Evening Post*; Charles W. Nelson, Pictorial Review Co.; Roy W. Porter; Bernard Ridder, New York *Staats-Herold-Zeitung*; Charles T. Root, United Publishers Corp.; Charles C. Root, *Grand Central Zone Tab*; Charles Scribner, Jr., Charles Scribners Sons; Charles Leonard Starbuck, Butler Ward Co.; Frederick A. Stokes, Frederick A. Stokes & Co.; Everett De Witt Trumbull, Pictorial Review Co.; Louis Wiley, New York *Times*; and John W. Hiltman, of D. Appleton & Co.

Division of Paper: H. P. Andrews, H. P. Andrews Paper Co.; Charles W. Ballard; Raymond Bee, United Paper Board Co.; Simon Bergman, Lily-Tulip Cup Corp.; Alfred Bleyer, Alfred Bleyer & Co.; Michael Doyle, International Pulp Co.; William E. Ebbets, Coy, Disbrow & Co., Inc.; Malcolm Lowe, Lowe Paper Co.; Joseph H. McCormack, Herman, Scott, Chalfant, Inc.; Albrecht Pagenstecher, Jr.; George W. T. Skinner, Skinner & Co.; Henry B. Thurston, Conrow Brothers; and Edward E. Wright, Miller & Wright Paper Co.

Division of Art: A. C. Friedrichs; Mitchell Kennerley, Anderson Galleries, Inc.; and F. Kleinberger.

These classified "panels" already are listed on the arbitration association's roster of arbitrators for New York. Already, under the as-

sociation's auspices, disagreements in the advertising and publishing fields have been settled. One of the cases was outlined in the early part of this article. There have been others.

For example, a New York newspaper claimed \$310.33 to be due on an open-account basis from an advertising agency. The agency insisted that the amount had been paid. The disputants appeared before the arbitrator—in this instance one arbitrator served alone—and brought along their exhibits. The evidence revealed that the agency had drawn its check and recorded the payment on its books; and the newspaper contended that it never had received the \$310.33 and, over a period of four years, had carried the item as an "open" matter on statements sent to the agency. The agency was unable to produce a cancelled check, and admitted that its own bank's investigation had failed to reveal that the check ever was charged to the agency's account. "Therefore," ruled the arbitrator, "I award to the newspaper the sum of \$310.33 against the advertising agency."

In another instance of disagreement between agency and publisher, the decision went the other way. A publisher claimed \$135 as due from an advertising agency. The agency had conceived a plan for group advertising in certain magazines and undertook to assemble the group in display space and to act as a clearing-house for other agencies that might be interested in the project. By virtue of its pioneering in the matter, the agency had arranged for a special rate, to the end that it might take advertising from other agencies and spend money in promotion. On his side, the publisher contended that, although he had granted the special rate, the concession was based on the understanding that the group-advertising project would take a minimum of one page in every issue. Upon that agreement—upon the question of whether or not it had existed—hinged the \$135 issue. The written contract between the parties contained no such stipulation. The arbitrator listened to the testimony on both

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Extravagant Statement?

It Certainly Looks Like One!

BUT THIS * IS TRUE OF THE SOUTH



ALSO TRUE:



You can't cover the Nation without covering the South —and you can't cover the **REAL** South without Holland's.

*During the past ten years the increase in **INCOME TAXES** in the South Exceeded that of the Nation by

100%



The South Produces 25% of the Nation's total Annual Income... 20 Billion Dollars a Year to spend

Holland's

The Magazine of the

SOUTH

Circulation 425,000

*In the South 68,000 More Than Any Other
Magazine Published*

Main Office and Publishing House, Dallas, Texas
Eastern Office, New York, 52 Vanderbilt Avenue
Western Office, Chicago, 122 S. Michigan Avenue



The *Editor*

230 PARK AVENUE



IMAGINATION can make clear to all men what one man knows to be true. Where there is a new market to be won . . . a new product to supersede an old . . . an advertising problem where people have to be shown something new in their experience . . . Imagination is one partner that the alert advertising agency calls early to the conference.

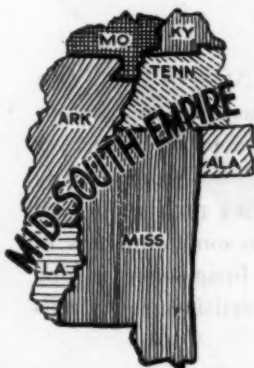
Dickson Co.

NEW YORK CITY

In Memphis and The Mid-South Empire— Buy The *APPEAL PAPERS*!

The *APPEAL PAPERS*—lead in
18 of the 24 Local Classifications
by—4,360,741 lines.

The *APPEAL PAPERS*—lead in
14 of the 15 National Classifica-
tions by—3,167,500 lines.



*The APPEAL
PAPERS have
GAINED 883,834
lines.*

*Other Paper has
LOST 321,426
lines.*

NOTE: Figures for first 9 months of 1929.

THE APPEAL PAPERS

The Commercial Appeal

Memphis Evening Appeal

JOHN M. BRANHAM CO., *Representatives*

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sides. Then he ruled that here was an instance of over-selling—and this on the part of the publisher's own representative, who over-sold the idea to his own superiors and, intentionally or otherwise, created the impression of a one-page minimum guarantee. Upon the evidence, the arbitrator disallowed the publisher's claim.

One phase of the association's work serves to advance the endorsement and adoption of arbitration by various trades. Thus, in the paper trade, the association has co-operated with the American Paper and Pulp Association in a plan for affiliation. The "Draft State Arbitration Act," which the association recommends for adoption in the various States to conform to the United States Arbitration Act and the arbitration laws of Arizona, California, Connecticut, Louisiana, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Rhode Island, has been endorsed by the Binders' Board Manufacturers Association, by the New England Paper Merchants Association, by the Paperboard Industries Association and by the Cardboard Manufacturers Association.

In the printing business, a noteworthy example of co-operation is the action of the Photoengravers Board of Trade, of New York, in adopting arbitration, under the rules of the American Arbitration Association, for the settlement of disputes among its member firms. The same idea has been endorsed and adopted, also, by the Employing Bookbinders of America and by the New York Employing Printers Association.

The association has formulated a standard arbitration clause to be embodied in commercial contracts. Under the Federal arbitration act and in the ten States that have enacted arbitration statutes, an arbitration clause, enforceable under these laws, is insurance against involved litigation. The association's prescribed clause reads as follows:

Any controversy or claim arising out of or relating to this contract or breach thereof, shall be settled by arbitration, in accordance

with the rules, then obtaining, of the American Arbitration Association, and judgment upon the award rendered may be entered in the highest court of the forum, State or Federal, having jurisdiction.

The clause, as the association points out, may be adapted to any form of contract, or to the special requirements of any statute or jurisdiction. It may be limited to any specific type of controversy that the parties may wish to submit, or it may provide that, if dispute arises, certain questions shall be withheld from arbitration. It may designate the arbitrators in advance, or prescribe methods for their selection. However, if the clause is to be thus modified, the association advises, the modification ought to be guided by legal advice, or by the counsel of the association itself.

The association's rules and its procedure of arbitration are simple and direct. Having selected their arbitrators, either by the terms of the contract or otherwise, the disputants present their cases. If either deems it wise to be represented by an attorney at the arbitration, he signifies his intention in advance. In advance, also, each of the parties files a "submission," setting forth his side of the case; or the submission may be prepared by the arbitration secretary. Each of the arbitrators takes an oath, "faithfully and fairly to hear and examine the matters in controversy and to make a just award to the best of his understanding." All evidence is taken in the presence of both parties, the witnesses being sworn, or not, as the disputants agree. Nor is the hearing bound by legal rules of evidence or other technical requirements. Upon agreement, the parties may waive an oral hearing and submit their contentions in writing. The arbitrators arrive at their decision within twenty days.

Another phase of the arbitration association's work is the continued effort to add more States to the roster of ten that already have enacted arbitration laws. In 1930, the association's "Draft State Arbitration Act" is to be submitted to four State legislatures—Virginia, Kentucky, South Carolina and Mis-

issippi. Among the provisions of this model statute is one empowering the courts, not only to recognize arbitration, but, if need be—in an instance in which one party to an arbitration contract fails or refuses or neglects to arbitrate—to order it. The association's missionary work will go on.

In general, as its many proponents view it, arbitration serves

several worthy purposes. It saves money in court costs and attorney fees. It encourages enlightened justice, for it permits qualified and specialized arbitrators to act in the dual capacities of judge and jury. It is pointed out, too, that arbitration—as contrasted with cat-and-dog fights in courtrooms—often tends to preserve good-will in business relations.

What Groucho Says

Maybe This Account Executive Is Telling about *Your* Christmas

A MERRY Christmas, eh? I should have a Merry Christmas! Biddle will send me a sprig of mistletoe and expect a case of Scotch in return. Atherton has just bought some flashy advertising lead pencils that won't work for more than about one round of pencil leads. I'll get one, that is if he has any left. He bought 600 for his firm to give away. But all that's nothing. Carter came in yesterday. Said he had some bad news for me, but wouldn't tell me till after the holidays. Says he doesn't want to spoil my Christmas!

What's the bad news? Going to lose the account? Naw! Nothing like that. All he wants is that I shouldn't be too happy even at Christmas. It's either a kick on a bill or his boss has got stock panic and is going to cut instead of appropriating the extra three hundred thousand which he promised. Three other clients have got Christmas troubles for me too. But never mind, I'll tell you something.

Day before Christmas, we'll have a genuine, old-fashioned party at the office, with a tiny jazz band. We'll eat sandwiches and ice cream, dance with the girls, get a little present from the firm, and early in the afternoon everybody will be loose to go home and trim the Christmas tree. I'll have Biddle's sprig of mistletoe over my office door and I'll make it pay its way. Gentlemanly Treasurer, good old puritan that he is, will kiss every girl who will stand for it. Boss will beam as only he can beam when he feels just human, he having promised Gent Treas in

advance not to give away the shop and its furniture. Never saw anybody get more kick out of a simple little Christmas party than the Boss does. He wears an expression which says: "These are my boys and girls and I love 'em all." He will spend his time sitting on people's desks and chatting with them in the palliest kind of a way. Oh, sure, the Boss is a wizard at the art of making friends. One of the great big reasons why he is Boss.

Copy Chief will iron out that worried look and just be a good guy. Copy and art men will stage a mild riot and it will be funny as a crutch. Account executives will forget all their importance and be just silly and sentimental. Research and Market crowd will drown their solemn wisdom in lemonade and let the rest of us chum with them on equal terms. We shall all discover that we are connected with the finest, chummiest most human business firm in existence. We will decide that we wouldn't swap jobs with Hoover or Morgan and we won't change our minds on that score, at least till after noon of the twenty-sixth. In fact, some of that conviction will stick through till next Christmas.

Small chance Biddle, Atherton and Carter have got to spoil my Christmas. I'll spend the day wondering how one agency ever succeeded in getting such a bright, wholesome, and lovable crowd of people into one shop, and I won't be kidding myself either.

GROUCHO.

A. H. Y.
Advertiser
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The Career Editor
Knows Whereof
She Writes.

She has
Tried Everything!



This is another
Reason Why

1,000,000 American Girls

Read

**MISS
1930**

Every Month

The Magazine for the Modern Girl

A. H. YOUNG
Advertising Director
80 Lafayette Street
New York, N. Y.

Western Representative
POWERS & STONE, Inc.
38 So. Dearborn St.
Chicago, Ill.

Omaha Lawyers Meet Competition with Advertising

Trust Companies Have Been Taking Estate Administration and Guardianship Business Away from Lawyers—Now Lawyers Are Going to Try to Get It Back by Means of Advertising

AT its weekly meeting on December 5, 1929, the Omaha Bar Association appointed a committee to draft an advertising program designed to meet the competition of trust companies in the administration of estates, guardianships and trusteeships.

The resolution instituting the advertising campaign was fathered by William J. Hotz, for twenty years a prominent member of the Omaha bar. According to Mr. Hotz, virtually all of the business of administering estates has passed into the hands of trust companies, and to the lawyer is left only the routine and profitless task of drawing up the will.

"Advertising took this business away from the lawyers," he declared in urging his resolution, "and advertising can restore it to us. The trust companies are unhampered by the traditional ethical restraints forbidding the lawyer to advertise. As a consequence, they have been able to educate the public mind into the habit of regarding the trust companies as the only safe agency for handling estates. We propose to fight fire with fire, to combat advertising with advertising."

The advertising campaign will lay emphasis on these points:

1. That the lawyer can give to the administration of estates a personal attention of which an impersonal corporation is incapable.
2. That the attorney system of administration is more flexible, more adaptable to changing investment conditions, and more responsive to the wishes of the testator.
3. That the bugbear of "estate looting" is dispelled by statutory regulations and court orders fixing the administrator's fee.

4. That additional protection to the beneficiary and all other interested parties is insured by the statutory provision requiring surety bond of double the estate value—a provision which does not apply to trust companies.

Newspapers and direct-mail literature will be used.

President J. C. Travis, of the Omaha Bar Association, has instructed his committee to "draft suitable literature to be published over the signature of the association, until the lawyer is re-established in the minds of the citizenry of this community as the proper party to act in the capacity of administrator, executor, guardian and trustee."

No names of individual officers or members will appear in the booklets or in newspaper advertisements. Thus, the Omaha campaign does not herald the breaking up of the old legal restrictions against personal advertising.

The campaign expenses will be defrayed by a special subscription fund.

R. C. Dillon Joins Rooney Agency

R. C. Dillon, formerly manager of the New England office of the Action Advertising Corporation of America, has joined Alfred Rooney & Company, Boston advertising agency, as an account executive.

Appoints Percival K. Frowert Agency

The Rallet Corporation of America, New York, perfumes and face powders, has appointed the Percival K. Frowert Company, Inc., advertising agency of that city, to direct its advertising account. Magazines are being used.

With Peerless Bread Machine

Edward T. Layport, formerly with the sales promotion department of the Frigidaire Corporation, Dayton, Ohio, has joined the Peerless Bread Machine Company, Sidney, Ohio, in charge of sales promotion.

Appoints Franklin P. Alcorn

The Lafayette, Ind., *Journal & Courier* has appointed the Franklin P. Alcorn Company, Inc., publishers' representative, New York, as its national advertising representative.

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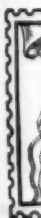
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And

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WHO PROVE IT WITH PROOFS



TYPOGRAPHERS

Beads of perspiration have pearled many a Byronic brow in the travail of trying to find a hoity-toity substitute for "Merry Christmas And Happy New Year!" silvered with the dust of time. Old things are mellowest—old wine, old linen, old books, old pipes, old friends and old greetings that are undyingly young. So, we simply say,— "Merry Christmas And Happy New Year!," and may 1930 prove it with proofs

FREDERIC NELSON PHILLIPS
228 EAST FORTY-FIFTH STREET, NEW YORK



TIME TO BUY CHRISTMAS SEALS
NOW IS THE



REACHING THE PURCHASING AGENT OF THE PITTSBURGH HOUSEHOLD

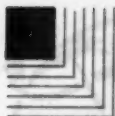
In Pittsburgh, a glance at the linage figures for Beauty Shops, Toilet Requisites and Women's Wear shows the decided preference of Mrs. Pittsburgh Consumer for THE PRESS as a constantly reliable shopping guide.

During the first ten months of 1929, Press linage in these three feminine classifications totalled 973, 498 lines, practically 58 per cent of all advertising in these classifications appearing in the three Pittsburgh newspapers.

During the first ten months of 1929, The Press led all Pittsburgh newspapers in 30 out of 37 major classifications . . . convincing evidence that The Press Has the Habit of Producing results.



Measurements by Media Records, Inc. and exclusive of advertising in national magazine section distributed by second evening and Sunday paper.

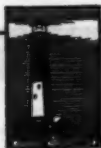




The Pittsburgh Press

A Scripps—Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA

The Times IS Good

RESULTS . . . with a big, capital "R." Chicago's husky youngster, THE TIMES, not yet four months old, PAYS OUT. It returns a welter of cash-on-the-counter customers! And its results are suprisingly quick and profitable. Here are some of the daily sales by one of Chicago's largest department stores—an advertiser in THE TIMES since its start.

This store (name furnished on request)

—advertised a special sale of dresses. 2,244 garments were completely sold out before 2 o'clock!

—advertised hats. Sold 53 dozen at the low advertised price, and many other high-priced hats, in one day!

—produced a large volume on 20 "best sellers," at cost of $1\frac{1}{4}$ per cent!

—published a shoe ad on Thursday—an off day for children's goods—and sold \$4,485 worth on Friday!

THE TIMES is selling for this store—and others—radios, household goods, apparel, men's wear, jewelry, with the same rapidity and profits. Come in! NOW, while the TIMES is making history!

DAILY ILLUSTRATED TIMES

Chicago's Picture Newspaper

Meet Mencken's Little Boy

The Tiny Sophisticate Is Misplaced in the Advertising Business

By Howard W. Dickinson

THE childish simplicity of the young sophisticates is a charming thing to see. They wear their hobby as a turkey gobbler wears his crest, vaunting the red mantle of their intellectuality. Look out for a self-confessed intellectual in a copy department. He will raise the very deuce. He tells how very smart he is and most of us take his word for it. That's how he gets in. He never can endorse the naive enthusiasm which permeates the advertising business and that's why he gets out.

Funny how these lads, who are waiting for Mencken to resign so that they can be Menckens, hypnotize us into a belief of their cleverness. Most advertising men are rather simple minded. A simple-minded man rarely knows how good he is and easily becomes a victim of the simple-minded sophisticate, who thinks he is clever and admits it out loud.

Here's about how he looks at his bosses. *Head of the house*—a stuffed shirt and a successful bluffer—why successful, God only knows. *Account executive*—an inferior moron drunk with power. *Copy chief*—Oh, fairly good in spots, because he hired him, but, oh, what a lot of twaddle he lets go into type. *Client*—a Babbitt who—Hush, it's too terrible to tell.

If he writes snob copy he's fairly happy. That's as good as the fool public deserves. If he has to write sincere copy, he falls down—and after a time sells his charmingly tired air of bland superiority to another copy department. If he stays a while anywhere he takes the edge off from some of the good natural writers, for the influence of his kind of being tired of life is very subtle, and when he is near, the spontaneous man fears to be spontaneous. He leaves a little trail of smelly discontent behind him.

We find this little philosopher of scorn in all kinds of business.

Quite a few of them have been bred in the last ten years or so, but the advertising agency is the place of all places where he doesn't belong. When he is very clever indeed, he produces some very effective stuff because there is a false ambition in many a simple soul to pose as being wearied to death of people and things, and to emulate the supposedly bored wealthy ones. He strikes a responsive chord here and sells goods, some kinds of goods.

A very few such have been able to justify their dyspeptic stuff by its success. But the simple sophisticate does not belong in advertising, because 95 per cent of advertising is straight-forward messages to plain, sincere people, and that kind of stuff is much too "Babbitt" for the boys we are talking about.

Buying, selling, advertising are full of natural feelings, human strivings, enthusiasms uncurbed. The so-called Babbitts can outvote the self-elected intellectuals a million to one, while a real intellectual rarely knows he is that and still more rarely advertises the fact.

Did you ever analyze the power of snobbish advertising? It has two elements of power. One, the slavish attitude toward the powerful or flashy on the part of natural human grovellers, the kind whom authority and self assumption of authority have always led around by the nose. That class is growing smaller all the time. The other element is in the emulative spirit in humble snobs who want to imitate successful snobs.

Most of us are more or less in that latter class, less when we have time to think it over. Less, still, when we act naturally as we do most of the time. Bright colors, tuneful music, pictures that look like the things they picture—those are the things we like when we act naturally. There's where the strength of advertising still lies,

and that's what these funny boys we've been talking about can't see.

Of course as the world gets older, it gets less "gushy." It doesn't lose its enthusiasms but it sheds its false expressions. Some day a dry senator is going to admit that he likes a drink but votes dry because he thinks that his constituents insist, and get re-elected after that confession. Some day an advertiser is going to *understate* the miles per gallon his car will travel, and sell cars. Is the theater vulgar? Are novels too full of sex? The stage and the sale of fiction indicate a very enthusiastic welcome to plainer and franker speech. They are very good indices of popular taste.

Mencken is a clever chap. I admire his enterprise and success, but remember, you ambitious young imitator of him, that he is not greatly popular and never could be as long as he is exposing "average" people to ridicule. He is read greatly in excess of his popularity. Remember that advertising is a bid for wide popularity and almost nothing but. If it isn't a successful bid for popularity, it is wasted money. You and I may get a mental stimulus out of ironic Americana. We may find no candidates we want to vote for on election day but we always know a set of golf clubs we want to vote for or a razor or a bottled relish or a thousand other things which concern us even more than who is to be elected alderman. That's why the tiny-minded Menckephile is so useless on a copy staff.

We may be bored at cultural or political affectations, and even thank a Mencken for showing them up, but first, last and all the time we're enthusiastic about earning money and if we are not enthusiastic about buying things and things to buy—the whole kit and kaboodle of us will go to smash. And meanwhile these funny little single-track sophisticates are misplaced in the advertising business.

Joins Mitchell Agency

Don M. Mitchell has joined the staff of the Mitchell Advertising Agency, Minneapolis. He was formerly with *Farm, Stock & Home*.

Rogers & Smith Agency Adds to Staff

Don R. Ransburg, for twelve years with Henri, Hurst & McDonald, Inc., Chicago, as service manager and director of copy, has joined the Rogers & Smith Advertising Agency, of that city, as an account executive.

Ray H. Reynolds, previously advertising and sales promotion manager of the Furst-McNess Company, Freeport, Ill., has also joined the Rogers & Smith agency, as account executive. George C. Huppertz, formerly sales manager of the Stover Steel Tank & Manufacturing Company, Freeport, Ill., has also been added to the staff as director of radio advertising sales. Howard N. Smith has been appointed space buyer.

L. W. Gillette with "National Geographic Magazine"

L. W. Gillette has resigned as president and general manager of the Gillette Camera Stores, Inc., New York, to join the *National Geographic Magazine*, Washington, D. C., as assistant to the director of advertising. Before organizing his retail camera stores and photo-finishing company in 1924, Mr. Gillette was with the Eastman Kodak Company, Rochester, N. Y., for five years in charge of advertising space buying. Previously he had been advertising manager of *St. Nicholas* and *PRINTERS' INK*.

J. W. Kittrell, treasurer, has been elected president of the Gillette Camera Stores, Inc., and John J. Kaufmann, vice-president, has been made general manager.

Acquires "Cleveland Town Topics"

The Bystander, Cleveland, has purchased *Cleveland Town Topics*, of that city. The two publications will be combined and the new magazine will be known as *Bystander-Town Topics*, which will be published by the Town Publishing Company of which Warren C. Platt is president.

Harold Forsner Joins San Francisco "Examiner"

Harold Forsner, for six years with the Walter J. Peterson Company, Grand Rapids, Mich., advertising agency, has joined the art staff of the advertisers' service department of the San Francisco *Examiner*.

Appoints Burton Bigelow

Booth's Hyomei Company, Ithaca, N. Y., has appointed Burton Bigelow, Inc., Buffalo, N. Y., advertising agency, to direct its advertising account. Newspapers will be used.

Miss Velma Ruth Farnham, formerly associate editor of *Fashionable Dress*, New York, has joined the Johns-Manville Corporation, of that city, as editor of the "J-M Circle."

naturally they included

The Christian Science Monitor

in their schedule

WHEN M. J. WHITTALL ASSOCIATES, Ltd., planned their advertising program for fall, 1929, they chose those publications whose readers would appreciate the charm of beautiful floor fabrics, and would buy them.

Naturally, women's magazines predominated. Naturally, The Christian Science Monitor was included. The Monitor is a newspaper with the attention value of a magazine, and with a reader interest and response among women which has amazed and gratified hundreds of national advertisers.

There is a Monitor advertising office near you with a story about reader response you will profit by knowing. Our representatives will be glad to tell you why Whittall and half a hundred other national advertisers include only one newspaper in their magazine schedule—the Monitor.

The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

Published by The Christian Science Publishing Society, Boston, Mass.

BRANCH ADVERTISING OFFICES

New York—Detroit—Chicago—St. Louis—Kansas City—San Francisco
Los Angeles—Seattle—London—Paris—Berlin—Florence

"The American Weekly" Holds Sales Conference

A three day conference of the sales organization of *The American Weekly* was held last week at New York. The group included forty-six sales representatives and the executives from the seven offices of the publication.

All sessions were under the personal direction of Mortimer Berkowitz, vice-president of *The American Weekly*, assisted by the following territorial managers: E. M. Swasey, Pacific Coast; J. B. Meigs, Western manager; W. P. Baker, Chicago manager; N. D. McGinn, Michigan manager; R. S. Shapira, Ohio manager; Leon Stetson, New England manager; R. M. Reynolds, Southern manager, and W. C. Spargo, Eastern manager.

A staff luncheon was attended by William Randolph Hearst, William Randolph Hearst, Jr., Arthur Brisbane, D. E. Town, president, *The American Weekly*, Morrill Goddard, editor, *The American Weekly*, T. J. White, International Magazine Company, Owen B. Winters, executive vice-president, Erwin, Wasey & Company, and Mr. Berkowitz. Addresses were made by Mr. Hearst and Mr. Brisbane.

The opening address of the conference was made by Colonel Frank Knox, general manager, Hearst Newspapers. Among other speakers at the meeting were George S. Fowler, vice-president, The Simmons Company; J. V. Connolly, King Features; Harry Brelow; Ben Nash, Dyer-Enzinger Company, Inc.; Mrs. Christine Frederick; Ben Duffy, space buyer, Batten, Barton, Durstine & Osborn, and Mr. Winters.

Honor George B. Dealey

In appreciation of long and unselfish service in the interest of Dallas, representatives of that city recently tendered a testimonial dinner to George B. Dealey, president of the *Dallas News and Journal*, which was attended by more than 400 people. The guest of honor was presented with a gold plaque on which is inscribed:

"To George Bannerman Dealey. This token is presented by the citizens of Dallas in appreciation of his unselfish and effective service to his city and his State. So much has he given, so little has he asked, no recompense may be proffered save the respect and admiration of his friends."

Mr. Dealey first engaged in newspaper work with the *Galveston News*. He was with that paper for sixteen years until 1885 when A. H. Belo started the *Dallas News* with which Mr. Dealey became associated. He became president of the A. H. Belo Company in 1919, purchasing control of the company in 1926.

Joins "The Welding Engineer"

F. LePort Spangler, formerly associate editor of the *National Engineer*, Chicago, has been appointed managing editor of *The Welding Engineer*, of that city.

Portland Regulates Comparative-Price Advertising

The City Council of Portland, Oreg., recently passed an ordinance to regulate comparative-price advertising in that city. Under this ordinance, if a \$50 cost is offered for \$29.50, the merchant must be in a position to prove that it is worth \$50 according to prevailing values in Portland and not simply that he thinks it is worth that much or that this was the original figure.

A gown that has been offered for \$69.50, even though it was originally priced at \$100, cannot be advertised as a \$100 gown for \$40, or whatever lower price is named, or similar relative figures.

This ordinance was sponsored by the Better Business Bureau and reputable merchants of the city. According to Robert Mount, manager of the Bureau, the ordinance was made necessary because public confidence in prices was being destroyed by prices used in sales advertising.

New Account for Houlihan

James Houlihan, Inc., Los Angeles advertising agency, has been appointed to direct the account of Bowles Brothers Company, of that city, manufacturer of Mak-A-Kake Pancake Flour, Cream-Puff Cake Flour, B-B Buckwheat Flour, Ruby Syrup and Gifford Olives. Newspaper and outdoor advertising will be used.

Miss Mary Hatt Joins Erwin, Wasey

Miss Mary Hatt, for five years head of the copy department of the Eastman Advertising Agency, Vancouver, B. C., has been appointed copy executive of the Seattle office of Erwin, Wasey & Company.

Curtis Donates Gift to Ursinus College

Cyrus H. K. Curtis has given \$200,000 to Ursinus College, Collegeville, Pa., to start a fund for a new science building. Mr. Curtis has been chairman of the College Advisory Council for the last seventeen years.

F. H. Schreiber Joins H. K. McCann Agency

Fred H. Schreiber, for the last two years production manager of the Potts-Turnbull Company, Inc., Chicago advertising agency, has joined the Chicago office of The H. K. McCann Company.

With San Francisco "Examiner"

Frank E. Archer has again joined the display advertising staff of the San Francisco *Examiner* with which he was formerly associated. Mr. Archer first joined the Hearst Organization in 1921.

The Philadelphia Inquirer

Announces

FRANK PARKER, Ph.D

Professor of Finance

WHARTON SCHOOL OF FINANCE & COMMERCE

As a Regular Contributor

To Its

Financial and Business Section

A recognized authority on finance, Dr. Parker discusses the broad field of Banking, Money and Credit, the Financial Aspects of Public Utilities and Railroads and Investment Trusts from a standpoint which appeals to both the layman and the seasoned banker or business man. Dr. Parker's articles appear on Monday, Tuesday, Thursday and Friday of each week.

The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

Branch Offices

NEW YORK	DETROIT	CHICAGO
9 East 40th Street	408 Fine Arts Bldg.	360 N. Michigan Ave.
SAN FRANCISCO	LOS ANGELES	PORTLAND
504 Market St.	433 S. Spring St.	416 Morrison St.

SEATTLE, 603 Stewart St.

How a Business Paper Works

The Focal Point



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Point Market Facts

"SNAP judgments" in quoting or accepting prices no longer smack of business genius, even when successful. To be safe, as well as spectacular, prompt decisions must be based on facts.

The founder of a big manufacturing industry twenty years ago was known for quick decisions on prices. When a buyer or seller thought he had the best of the bargain, "the chief" chuckled, because he owned the business and it netted large profits. But now action must be justified by facts. The margin for guessing and gambling is gone.

The increasing desire of business men to interpret facts correctly reflects the keen, competitive character of modern business. A market fact-service responsive to such needs has won for *Iron Trade Review* authority in its industry. *Iron Trade Review* devotes 20 pages or more in each issue to market reports, news, and quotations.

Prices are compiled from 49 separate cities and production districts in the United States by 25 correspondents. In a regular issue *Iron Trade Review* frequently publishes over 2000 separate price quotations on iron and steel products.

This service is one reason why millions of dollars' worth of iron and steel are bought and sold annually on the reliability of *Iron Trade Review* quotations—and one of the many why *Iron Trade Review* is a leader in the metalworking industry.

IRON TRADE REVIEW

A Penton Publication

on Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, A. B. C., A. B. P., N. P. A.

Finding New Ways to Improve an Advertising Campaign

The California Fruit Growers Do It by Suggesting New Uses, Changing Copy in All Mediums and Experimenting with Color

By W. B. Geissinger

Advertising Manager, California Fruit Growers Exchange

AMONG the selling problems we have in common with almost all manufacturers are such problems as getting people to consume more of our product, persuading them to try it and adopt it for a number of uses instead of just one, and showing them where in it is good for their health as well as being merely pleasant or agreeable.

The health appeal is profitable so long as it isn't pushed too far. Tell people to eat a breakfast food or drink orange juice because it will improve their health, and many of them will unquestionably do it as a duty. But food then becomes like medicine. Urge it upon them for its delicious taste and flavor and then tell them it's good for them and they will be more apt to think of it first as food and second as being beneficial.

Ten years ago, we began to educate the public to consume oranges in juice form. The introduction of this appeal in our advertising worked a revolution in our business. It has been of the greatest benefit to producers in marketing oranges in sizes which used to be considered undesirable, if not unmerchantable.

Shipments of oranges and grapefruit from California for the year ending October 31, 1929, amounted to 73,331 cars, or over 50 per cent greater than the preceding season and about one-third greater than the movement in the previous largest year of 1926-27. Lemons amounted to 14,679 cars, making a total of 88,010 cars for the State. Exchange shipments amounted to 74.3 per cent of the State's movement, or 52,256 cars of oranges and grapefruit and 13,151 cars of lemons. Exchange shippers received during the season \$89,758,641, the delivered value to the

wholesale trade being \$128,417,559. While price levels on oranges this year have not been all that was anticipated at the opening of the season, the tremendous quantity of oranges moving into consumption at moderate prices enabled thousands of consumers to develop the orange juice habit who heretofore had not been a factor in the market and gave the citrus fruit industry an excellent sampling opportunity.

The consumption of oranges in the form of juice has been very prominently featured in our advertising campaign of 1928-29. Another thing we tried to do in the campaign which has just closed was to tie our product into the interest of the average consumer in a multiplicity of ways.

In addition to embodying all types of uses in our copy, we have directed our advertising to women, to men, to social leaders or those who set food fashions, to doctors, nurses, dietitians and teachers. We believe one reason why the campaign just closing has been successful is because we have penetrated to every possible section of our market with every appeal and with every possible suggestion for use.

Avoiding Duplication

One of the copy problems we experimented with in this campaign was how to avoid duplication of appeal and message in our magazine campaign. There are two theories of duplication in connection with periodical advertising, where a national advertiser like ourselves uses lists of publications going to the home, to men, to social leaders, to the medical profession and to educators. One of these theories, the commonly accepted one, is that a particular advertisement, if run in the January issue, say, of a number of maga-

azines read by women, will probably be seen by the readers of each magazine and that the duplication will act as a reminder, the result being that a great many more people will be influenced by the advertisement through seeing it many times than if it appeared only in one periodical. The other theory, and the one we put into practice this year, is that the advertisements in all the magazines being different, readers of one magazine who may be indifferent to the appeal of the advertisement they see there, will be attracted by a different appeal in one of the other magazines they read.

Having followed the first theory for a number of years we decided to try the second in 1928-29. Consequently, Sunkist advertisements last year were all different in all periodicals each month as well as being different in each periodical from month to month. While this has entailed a great deal of work both on the part of our own advertising department and our advertising agency, and has meant additional expense for printing and engravings, we believe it has been a contributing factor in the increased returns from our advertising.

Another experiment we made during 1928-29, which has worked out to our profit, is the change from four-color to two-color treatment in our lemon advertisements, and, to some extent in our orange advertisements, which we put into effect during the year.

For years we have regarded the use of color in connection with our magazine advertising as a great advantage and worth its extra cost. We have used color liberally in previous campaigns because we felt that the color of our product gave us an unusual opportunity and a great natural advantage. Unquestionably, the use of color in Sunkist advertising has multiplied the attention-value of our advertisements and greatly increased their effectiveness as a stimulant to sales.

In the campaigns of preceding years all Sunkist advertisements in color have been printed by four-color process. The mechanical improvements which have been de-

veloped in connection with four-color process printing in recent years have lifted color advertising to a high mark of artistic excellence, and we have felt, in all modesty, that Sunkist advertisements in color have always been among the better examples.

This year, however, it occurred to us that owing to the difference in color between oranges and lemons, we might be able to use the two-color process in our lemon advertisements instead of four-color and thereby effect a saving in the cost of color printing which could be invested in extra space.

Our experiments were successful, we believe. As a result of them, our color campaign on lemons for 1928-29 was printed throughout in two colors. And not only that but a number of orange advertisements which in previous years have been printed in four colors, were also printed this year in two colors, with no loss in effectiveness so far as we can tell and at a large saving which has been invested in extra space. This change from four-color to two-color has not been noticed, to our knowledge, by the public or the trade. Our conclusion, therefore, is that all Sunkist advertisements which have this year been changed from four-color to two-color have worked at about four-color efficiency, while the change has permitted us to use a great deal of extra space.

In discussing the results of Sunkist advertising it should always be borne in mind that behind the campaign of 1928-29 are twenty-one years of cumulative effect. Twenty-two years of continuous advertising, in which the California Fruit Growers Exchange has invested \$9,602,459 in consumer advertising and \$2,198,073 in merchandising work with the wholesale and retail trade, has increased the American consumption of oranges from 2.67 dozen per capita to 5.67 dozen per capita this season. The previous bumper year of 1926-27 showed a per capita consumption of 4.34 dozen. Of the total amount spent in advertising (\$11,800,532), 49 per cent has been expended during the last five years.

BLANKET COVERAGE OF THE NORTHWEST!

THE ST. PAUL DISPATCH-PIONEER PRESS IS CIRCULATED IN 2,672 TOWNS IN MINNESOTA, WISCONSIN, IOWA, NORTH AND SOUTH DAKOTA AND MONTANA, WITH INTENSE COVERAGE IN ST. PAUL'S 36

This Represents a Coverage of 80% of the 3,363 Towns in the Circulating Area of These Papers

The map below shows the circulating area of the Dispatch-Pioneer Press and the blanket coverage of these papers by towns in this territory.

The dots represent the towns in which there are Dispatch-Pioneer Press subscribers.

The black portion is St. Paul's 36, where Dispatch-Pioneer Press circulation is most intense.

THE DISPATCH-PIONEER PRESS circulates throughout the Northwest. St. Paul's 36 consists of 36 Minnesota and Wisconsin counties in the heart of the Northwest which are geographically and commercially tributary to St. Paul and where Dispatch-Pioneer Press circulation is intense.

These counties are "St. Paul conscious." St. Paul is their buying and selling nucleus—their distribution center. Highways, railroads and bus lines through them lead to St. Paul. They are the EXCLUSIVELY St. Paul market.

No other Twin City paper covers St. Paul's 36. To bid for the pocketbooks in this rich market, advertisers must present their sales messages through these papers.

Facts About St. Paul's 36.

Population	1,059,397
Annual bank deposits	\$391,400,000
Number employed in manufacturing	53,204
Annual value of manufactures	\$145,869,247
Annual value of crops	\$110,321,199
Value of livestock	\$11,218,819
Annual value of dairy products	\$53,027,710
Retail outlets	11,455

Circulation of Twin City Papers in St. Paul's 36.

Dispatch-Pioneer Press	137,000 Daily
Minneapolis Paper	14,000 "
Minneapolis Paper	22,000 "
Minneapolis Paper	27,000 "

HOW THE DISPATCH-PIONEER PRESS BLANKETS THE NORTHWEST

No other Twin City paper covers St. Paul's 36. To bid for the pocketbooks in this rich market, advertisers must present their sales messages through these papers.

Circulation of Twin City Papers in St. Paul's 36.
 Dispatch-Pioneer Press.....137,000 Daily
 Minneapolis Paper.....14,000 "
 Minneapolis Extra.....13,000 "
 84,000 Sunday
 22,000 "
 87,000 "

ec. 19, 1929

PRINTERS' INK

127

HOW THE DISPATCH-PIONEER PRESS BLANKETS THE NORTHWEST



Each dot represents a town in which there are Dispatch-Pioneer Press subscribers.

Changing Complaints into Assets

How Coopers, Henry Disston, International Paper and Others Are Handling Dissatisfied Customers

WHILE he was president of Butler Brothers, Edward B. Butler said:

"What a wonderful thing it would be for this business if we could get Theodore Roosevelt to head our complaint department! His firmness, fairness, and ability to handle difficult situations would make him worth to us several times the salary he receives as President."

Many others have thought along similar lines since, and manufacturers today are giving a great deal of constructive thought to how best to handle the customer with a complaint. On the principle that a complaining customer is at the crossroads—where he goes and what he does in the future depending entirely upon the treatment accorded his complaint—executives in high positions are working out ways to turn complaints into business assets. These companies are anxious to handle complaints in such a way that the business created by millions of advertising dollars will stay on the books.

Knowing that the majority of customers making complaints do so in honest sincerity, many leading manufacturers make every effort to change the complainer, by intelligent handling of the situation, into a loyal customer whose good-will can be counted on for years to come.

Coopers, manufacturers of underwear, graphically illustrate in words and actions how a concern with a large number of contacts can do this. According to A. R. Kneibler, assistant to the president:

"The most convincing comment we can make to demonstrate our attitude toward customer complaints is that we regard every unfavorable comment by a customer as an opportunity either to sell him on the Coopers policy involved or to change that policy.

"Operating on the basis of a belief that more than 90 per cent of independent retail merchants—with whom we deal—are entirely honest

and sincere, we do not regard their comments as complaints. Obviously, we do not have a complaint receiver. We do not even label unfavorable comment by a consumer as a complaint either in our correspondence or in our mental attitude.

"This may seem almost ultra-righteous and impractical, but we have an organization built to make the idea function.

"Our service department comprises a group of male correspondents whose entire duties concern the handling of mail contacts with limited groups of customers. For this purpose a definite geographical subdivision of our market is assigned to each individual correspondent. His responsibility extends to all matters of service and to handling of ledger accounts, including credit approval of orders, up to the time the customer's account becomes fifty days past due on a net basis. Even then, many individual cases are retained by the service correspondent, despite the fact that our general policy provides turning over the account to our credit department after the fifty days have expired.

"The significant point is—that under this geographical subdivision plan, complaints are minimized because we become thoroughly familiar with each individual customer's problems."

Many companies have no special routine such as this for the handling of complaints other than, as Robert Reis & Company puts it, "trying to adjust them to the customer's satisfaction and trying to avoid similar difficulties by pointing out these errors, when they can be located, to the individual responsible." Here, as with a prominent tool manufacturer who also has no designated complaint section, the main thought is "not to be on the defensive, but to find out what is the trouble and to remedy it promptly." Because, as another executive expresses it, "the prompt

Enter the gentleman flyer

TOWN & COUNTRY
recognizes aviation
as a gentleman's sport

as well as a commercial necessity...The

time is not far distant when the averagely well-off class will tinker with its plane as nonchalantly as it now inspects its

car — The Mid-Victorian attitude which says, "Well, we won't live to see it," is the passé stupidity which keeps little Lindberghs tied to home and the fire-side. It is

no longer
done

TOWN & COUNTRY
knows that aviation is no more remote from the average American than polo...

For that reason it reflects the aerial doings of three continents — It sponsors the advent of the private plane as naturally as it sponsors the vogue in fashions and resorts... The Gentleman Flyer reads **TOWN & COUNTRY** because it files true ...doesn't tailspin ...and holds the

record for
magazine
altitude

TOWN & COUNTRY has
published in excess of a
million lines of advertising
ANNUALLY
...over 1600 pages

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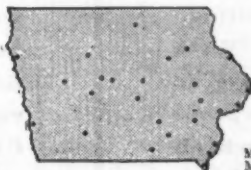
to spend in Iowa

from STOCK n

ticker can touch

IOWANS, as a group, watched the spring and summer rising of the stock market with an interest similar to that shown in trans-Atlantic flights. Literal and figurative "flying" was all right for the other fellow, but the average Iowan took far greater stock in the substantial earnings from Iowa's fertile fields, thriving factories and busy market centers.

While thousands of people in other sections of the United States were dreaming of spending their tremendous "paper profits," Iowans, throughout 1929, were spending hard cash for the things they needed, and desired.

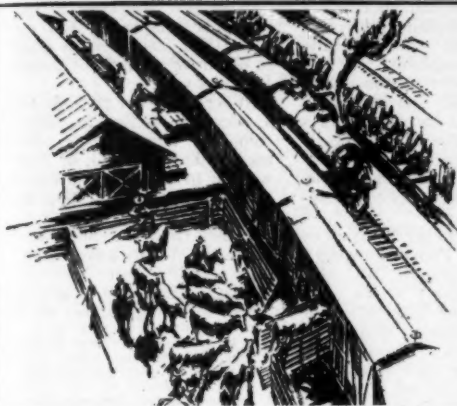


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BurlingtonGazette
BurlingtonHawk-Eye
CarrollDaily Herald
Cedar RapidsGazette & Republican
Centerville.....Iowegian & Citizen
ClintonHerald
Council Bluffs.....Nonpareil
CrestonNews-Advertiser
Davenport.....Democrat & Leader
DavenportTimes

Dubuque ..Telegraph-Herald
and Times-Journal
Fort DodgeMessenger & Chronicle
Fort MadisonDemocrat
Iowa City.....Press Citizen
KeokukGate City
Marshalltown
Times-Republican

Mason City....Globe-Gazette
Muscatine
Journal & News-Tribune
NewtonNews
OelweinDaily Register
OskaloosaHerald
OttumwaCourier
PerryChieftain
Sioux City.....Journal
Sioux City.....Tribune
WashingtonJournal
Waterloo.....Evening Courier
WaterlooTribune

IOWA DAILY PRESS



As a result, Iowa's automobile registrations for the first eight months of the year were 18,121 cars ahead of all registrations in 1928 . . . more gasoline was bought during the first eleven months of 1929 than in the entire 12 months of any preceding year . . . and building is 23 per cent ahead of last year.

When the stock market ticker began to reel off smaller figures and then still smaller ones, Iowa found itself in an enviable position. True, some few individuals felt the decline in stocks, but the state as a whole was untouched. Bank deposits in Iowa, including those in national and state supervised banks, reached \$2,000,000. Furthermore, Iowa found herself leading all states in estimated farm income for the 12 months ending June 30, 1929, with \$742,000,000 worth of farm products. The manufacturing output for the year will reach more than \$800,000,000.

These facts and many others indicate how little the state was affected by the stock market ticker, leaving no doubt as to Iowa's conservatism during the coming year. And advertisers intent on getting their share of Iowa's business, will find that it is essential to back up their sales plans with advertising in the local, daily newspapers serving Iowa's 27 key market centers.

ASSOCIATION

Office of the President
Davenport, Iowa

handling of a complaint does more to assure the complainant of justice than does the actual decision concerning the complaint."

Agreeing that satisfaction should be provided—and quickly—what are some practical and varied ways for the small or the large company to give such satisfaction? The following half dozen are taken from the everyday experiences of prominent manufacturers.

"In the Mulch Paper Division of the International Paper Company," says Endicott Rantoul, "all complaints coming direct to the company are sent to the distributor who looks into the matter thoroughly and then reports. Though this causes some delay, such delay is inevitable in the case of a concern having national distribution without branch sales offices.

"But by this method, the adjustment of complaints is not left entirely to salesmen who are too apt to go to extremes of being unwilling to have the company know that customers are dissatisfied or feeling that customers should receive the company's entire attention. This is a difficulty obviated by having a special man, who knows the product and service thoroughly, to handle all complaints from all customers—with the co-operation of both distributors and salesmen."

Where there are district offices, the picture changes. One national organization, manufacturing electrical merchandise, uses its corps of sales promotion men to help dealers handle their own complaints. Working through the jobber, these men educate the retailer in how to make tests on batteries, bulbs, and similar merchandise. The salesmen succeed in impressing the merchant with the fact that the company will stand behind him in any reasonably liberal adjustment he makes with his consumers.

According to the executive who described this plan, "Its basis is this liberal adjustment policy. In cases of doubt, the retailer will hold off until our salesman makes a visit. Then the salesman will be the arbiter. Rarely will the dealer attempt to take unfair advantage of our liberality in permitting him to

use his best judgment in handling consumer complaints, and we have found this plan to be a good way to eliminate the bulk of complaints. It works well."

Where it is not possible to make a personal contact to clear up a complaint, letters can be effectively used. Letters should, of course, be written to meet the individual case courteously and helpfully. For example:

Henry Disston & Sons, according to G. E. Hopf, advertising manager, send a letter like this immediately on receipt of a complaint, whether from consumer or dealer:

Be assured the matter of the Cabinet Scrapers (your letter of March 13) will have our prompt and thorough attention.

The Cabinet Scrapers have not yet reached us, but as soon as they arrive, we shall examine them carefully and report back to you.

We appreciate the manner in which you have called this to our attention. The Disston policy is to strive for perfection, using only the best materials and most highly skilled workmanship. If, at any time, anything should not be to the user's entire satisfaction, we want to be the first to know it.

Enclosed is a list of the entirely new line of Disston Hand Saws, which you may find of interest.

This letter covers the three main points which should be watched in complaint handling:

1. It goes promptly to the complainant and convinces him that the company is anxious to clear the situation.

2. It receives the complaint courteously, not as something to argue about but as a business condition which should, and will, be quickly remedied.

3. The letter makes an asset of the opportunity to answer the complaint—by pointing out that the company always is alert to improve its high-grade merchandise, and by offering the recipient of the letter a chance to look over new merchandise.

Often, however, complaints will not reach the manufacturer. Because of the merchandising set-up, they may stop with the dealer or the jobber. Left unadjusted, they eventually will cut into sales up and down the merchandising chain. To handle this situation effectively,

Dec. 19, the Ge suggests to use v of const ee.

"Plc complaints," wholesa ility po s, ther naking satisfied complain ascertain of the c write th one attac ters wil well sa sales of ng com a sellin consume friendsh for she onal at The I company example asset th can be:

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the Geo. F. Wiemann Company suggests a letter for the wholesaler to use when grocers send in word of consumer complaints about coffee.

"Please do not disregard complaints," the company tells its wholesalers. "Every consumer uses fifty pounds of coffee a year. It is, therefore, well worth while making sure each consumer is well satisfied. Whenever you hear a complaint, please take the trouble to ascertain from the grocer the name of the dissatisfied consumer. Then write the consumer a letter like the one attached. We believe such letters will help keep all consumers well satisfied and mean greater sales of coffee to you. Every seeming complaint can be converted into a selling point. A letter to the consumer will probably win her friendship for your coffee for life, for she will be gratified at the personal attention she is getting."

The letter which the Wiemann company suggests is an excellent example of how much of a sales asset the answer to a complaint can be:

Your grocer, Mr. John Jones, has advised us you did not like Such-and-Such coffee because you found it "Muddy."

This apparent muddiness came about because this coffee is Steel Cut considerably finer than is the case with most package coffees.

This is not an accident or mistake on our part. It is done purposely for your benefit as it results in increased body and strength. The finer grind plus the high quality of this coffee enables you to make 20 per cent more cups to the pound.

You see, coffee is an oil contained in myriad infinitesimal cells in the coffee bean. This oil is instantly soluble in boiling water. The finer the grind or the smaller the particles of coffee, the more cells are exposed to the action of the boiling water, and the greater the resultant strength.

In making your coffee it is best to . . . (explicit directions follow for preparing the coffee best).

We hope in view of this explanation that you will try Such-and-Such coffee again, and we would appreciate it very much if you would write us direct telling how you like it after the second trial. We want you to be pleased with this coffee and will do everything possible to insure for you 100 per cent satisfaction in its use.

Knowing that certain conditions

tend to cause complaints through no fault of the manufacturer, material can be prepared, as in the case of the coffee letter—but to anticipate the situation. Mr. Rantoul gives an illustration:

"At one time I was connected with a large public utility holding company and handled the complaints of one of its subsidiaries. This subsidiary had on its books some 33,000 electric light customers. It was interesting over a period of two years to notice the greatly increased number of complaints that came when daylight-saving ended in the fall.

"We therefore had charts made to show the relative consumption of electricity for various size families, and we either sent copies of these charts with our bills preceding the change to longer hours of darkness on standard time or had the charts available for those who wrote in to complain of increased bills. With the help of these charts complaints were generally anticipated or satisfactorily settled."

Mr. Rantoul brings up another interesting complaint situation, that of handling those involving the product but for which the product itself is not directly responsible. "In the International Paper Company, business is done primarily direct with paper jobbers or with the publisher in the case of newsprint. In the latter instance, there is a service department which goes out (1) to investigate if it was our product that caused the complaint and (2) to rectify whatever brought about the complaint, *whether or not it was the paper's fault*. In this department, and in other of our paper lines, the salesman who knows the situation generally accompanies the service man.

"If, in addition to a complaint or as a result of a complaint, there comes a claim, this is investigated similarly and handled by a committee of three, representing generally the manufacturing, the sales, and the treasury departments. The knowledge and experience obtained as a result of such investigation, either of a complaint or a claim, serve notice automatically on both the sales and manufacturing de-

When PRESIDENT HOOVER



The crash of the stock market reverberates throughout the country . . . and business trembles . . . and men halt and wonder. And the gossips get to work. It's their chance of a lifetime to get in a lot of damaging talk. And they wouldn't miss it.

The President acts quickly. Conferences with Commerce, Industry and Finance—Labor, Agriculture and Railroads. Statements to the press. Speeches. All giving favorable material for the gossippers to talk about.

For the President realized in his own mind what many manufacturers are leading in their jobs—the tremendous influence, for good or ill, that the gossippers exert. A minority they may be, but their "voice is loud and long" and they are never idle. Given favorable

CHURCHILL

50 UNION SQUARE, N. Y.

Member American Association of Advertisers

EN Evoke to the GOSSIPERS

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gossip

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OUR OWN GOSSIP NOTE: We start 1930
with more business on our books than we
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ALL, Inc. H. B. Le Quatte
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NEW YORK CITY
Advertising Agencies

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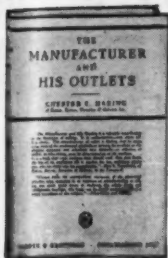
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Invaluable for
Advertising agencies
in learning how a
great agency is solv-
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tribution problems.

Sales executives and
salesmen
in learning the best
markets for their
products.

Expert Endorsement!

"Freely recom-
mended as a sound
exposition of the
subject."—*Advertis-
ing & Selling.*

"Roy S. Durstine was
not just being polite
in writing his fore-
word. We concur
with him that 'it is
a book every busi-
ness man should
read, then pass on to
his employees.'"—
*New York Evening
Post.*

"Stimulating, fair-
minded, impartial!
Well worth the read-
ing by anyone even
remotely concerned
with selling goods."
—*Women's Wear.*

... a great agency's
report to a great na-
tional advertiser on
how to get his product
to consumers!

THE MANUFACTURER AND HIS OUTLETS

By Chester E. Haring

Vice-President, Batten, Barton, Durstine & Osborn

A famous manufacturer faced the problem of
finding the best and cheapest consumer out-
lets for his product. He called on his ad-
vertising agency, which drew up an exhaus-
tive report—analyzing distribution methods
through every retail outlet.

Here is that report. It explains just how in-
dependent retailer, chain, department store,
mail order house, jobber, function in dis-
tribution; and how you can use each one to
greatest advantage.

The report proved so valuable that copies
were given all sales executives and salesmen
for training. It has improved their merchan-
dising practice tremendously. Its dollar
value to YOU in suggesting new and better
distribution methods, can pay its cost liter-
ally hundreds of times over! **Price \$4.00**

FREE EXAMINATION COUPON

HARPER & BROTHERS,

PI-12

49 E. 33rd St., New York

Send me a copy of *The Manufacturer and His Outlets*,
\$4.00.

☐ I will remit \$4 in 10 days or return the book.

☐ Check is enclosed.

☐ Send C. O. D.

Name

Address

Business Connection

(Please fill in)



DECEMBER 28th RATES MUST ADVANCE

BECAUSE Tower Magazines were over bigger than even we had expected, because they sold over Woolworth counters in such amazing volume, we must increase our circulation guarantee to 1,250,000—in March!

This new guarantee could go into effect now, for January, but rates must keep pace with increasing circulation. So a new schedule goes into effect on December 28th, the closing date of our February issue. Meanwhile advertisers will get a liberal bonus on circulation.

Wire or phone for any information that will help you secure a 1930 schedule at lowest rates in these new national magazines, sold exclusively in Woolworth stores.

the 4 TOWER MAGAZINES



The HOME

America's millions of city housewives had no popular, entertaining magazine of moderate price and intense interest. Now they have The Home Magazine—and advertisers of everything sold to women have an advertising vehicle of tremendous importance.



The NEW MOVIE

Movie fans—and that means almost every woman and more than a few men—have had to pay more to keep up with the movies via magazine. Here, now, for 10c, is a new magazine of the movies—and for advertisers a new contact with the great group of movie enthusiasts.



The Illustrated DETECTIVE . .

There has never been a detective magazine like this. A new novel, the \$2.00-book kind, short story thrillers, expert articles, unusual new features. A new way to reach detective story readers, the largest group of fiction readers in America today.



The Illustrated LOVE

This is the best co-ordinated magazine of romance, many critics say. A \$2.00-book novel, the love stories of famous people, many and various contributions by prominent writers of romance. A magazine so human and interesting it must be a vital medium for advertising.

TOWER MAGAZINES

INCORPORATED

WOOLWORTH BUILDING

NEW YORK CITY

Telephone—New York
Fitzroy 9483-4

Telephone—Chicago
Randolph 7017

But What Can You Say about It That's New?

Five Packers, in a Co-operative Newspaper Campaign, Find Something New to Say about Meat

THE fact that the average woman understands less about meat than about many of the other things she buys is one of the reasons behind a co-operative campaign now being conducted by five New England packers. The co-operating packers are Squire & Company, Boston; North Packing and Provision Company, Boston; White, Pevey & Dexter Co., Worcester; Sperry & Barnes, New Haven; and Springfield Provision Company, Springfield. The advertisements, five columns by fifteen inches, are appearing on a weekly schedule in twenty-seven New England newspapers. They lay their entire emphasis on increasing the sales of New England Fresh Dressed Pork.

The packers have long felt that the woman buyer of meats has not understood the true meaning of the word "fresh." Fresh pork in New England may mean pork which has been slaughtered and dressed many miles from the Eastern seaboard or it may mean pork which has been slaughtered and dressed in New England and delivered to the butcher within twenty-four hours after the cutting of the live pigs in one of the packer's establishments. There is a great difference between the two types of fresh pork and it is to tell women about this difference that the campaign is being run.

In order to make an effective advertising story, however, the packers decided on several objectives:

1. To tell consumers what New

England dressed fresh pork is.

2. To tell them why they should buy it in preference to other fresh pork.

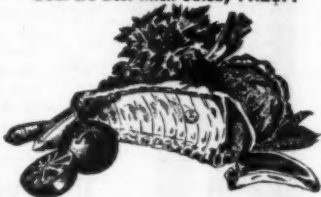
3. To tell them where they can buy it.

4. To tell them how to use it after they have bought it.

TASTE THE DIFFERENCE!

PORK is like VEGETABLES

Both are Best when Strictly FRESH



NEW ENGLAND DRESSED FRESH PORK

Solves The Problem Of Pristine Freshness

How fine the vegetables in the market look at harvest time . . . how fresh they are, how fine are their flavors. Brought in from nearby farms, they are garden-fresh, the product of New England farmers, the choice of New England housewives. When slaughtering hogs, however, who could cover the production of other vegetables, unfortunately have purchased fresh pork that is the distant cousin to 1917 fresh.

Pork, whether chops, roasts, loins, hams or fresh shoulders, when dressed by American cannot compare in freshness and flavor with Fresh Pork dressed, Government inspected and passed, and then shipped to your dealer within 24 hours after cutting. In fact of getting Fresh Pork that is strictly fresh to get as well as to 1917—make us New England Dressed Fresh Pork. High grade dealers all over New England are displaying signs identifying them as dealers in New England Dressed Fresh Pork. Their signs will assist you in buying.

A good cold will bring you the New England "It Shows to Every and Every" sign. In every New England Dressed Fresh Pork. Just tell your dealer to get one of the New England Dressed Fresh Pork signs.

MAKES NEW ENGLAND DRESSED FRESH PORK THE MEAT OF THE HOUSE



One of the Newspaper Advertisements Featuring New England Dressed Fresh Pork

The first advertisement of the series, which appeared on November 21, set the keynote of the campaign. It showed five cuts of pork with the name of one of the packers on each.

Incidentally, one of the features of the campaign is that the packers have discovered a method of marking each loin so that it shows from which house the butcher bought it. A permanent feature of the cam-

76—

*steamship lines call regularly
at San Francisco.*

5—

*transcontinental railroads ter-
minate at San Francisco.*

Cunard Line—

*realizing the travel-importance
of San Francisco, gives the pre-
ponderance of its San Francisco
advertising to the*

San Francisco Chronicle

owned and operated by San Franciscans

Eastern Representatives

WILLIAMS, LAWRENCE & CRESMER

New York - - 285 Madison Ave.

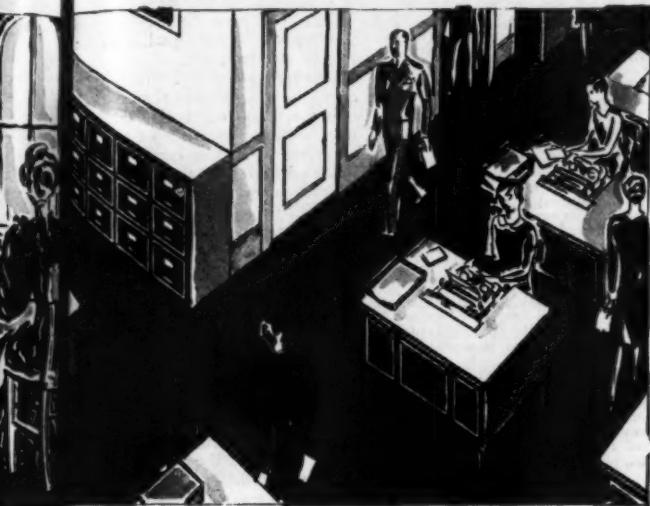
Chicago - - 360 No. Michigan Ave.

A SPACE BROKER IN THE '80's



BEFORE 1888 the advertising agent was a broker of space. There were no rate cards and the publisher's aim in selling space was to get what he could for every inch of space sold. The most successful agent was the shrewdest bargainer. George P. Rowell, founder of *PRINTERS' INK*, was one of the first men to try to introduce some order into this chaotic condition. Many of the pages of the early issues of *PRINTERS' INK* were devoted to a study of the agent's functions and to suggestions as to the increasing of the agent's efficiency. Almost from the beginning these articles were written for two purposes: First, to help the agent get more out of his efforts; second, to enable the advertiser, the agent's client, to benefit from the increased efficiency of the agency. *PRINTERS' INK'S* service to the American advertising agency can never be measured in mere dollars. Its reward has come from the agent's thorough endorsement of *PRINTERS' INK'S* policies.

THE '8000 A COUNSELLOR TODAY



face. The advertising agency of today is so different from the agency of
 face was that it is difficult to find any similarities. Yet the PRINTERS' INK
 most succussions have grown with the agency, and today there is no
 well, found of agency practice which does not get thorough attention in
 reduce so pages. Many articles are written by prominent agency men.
 the early are devoted to carrying out the policy set down in the beginning
 the agency increase the agent's value to himself and, thereby, to increase
 the agency value to his client. As American business enters a new phase
 ere write 30 the agent finds himself facing new problems, new decisions.
 of his only natural that he should turn to the PRINTERS' INK Publica-
 to ben because there he will find, as always, recording, interpretation,
 INK'S policy. The PRINTERS' INK Publications in 1930 will help to
 measure agency history of 1940, by the printing of forward looking
 thoroughles written by and for agency executives and treating with
 agency problems and policies.

paigned is a row of five line cuts across the bottom of each advertisement. These cuts, showing the names of the packers, form a signature and also show the consumer how to identify New England dressed fresh pork.

The copy of the first advertisement follows:

HOW TO IDENTIFY
AND WHY TO BUY
NEW ENGLAND
DRESSED FRESH PORK

All loins of fresh pork are called fresh, no matter where produced or whether five or ten days old. All pork is *not* inspected by U. S. Government Inspectors; it is only when carrying the inspection stamp of the Government and from the factory of an approved establishment, that pork is really Government inspected and passed.

New England Dressed Fresh Pork, identified by the brands on the back as shown here, is strictly fresh; in every case it is "U. S. Inspected and Passed" and is so stamped on the inside of every loin.

New England Dressed Fresh Pork is delivered to your dealer daily, within twenty-four hours after cutting of the live pigs at our establishments. There is a New England Dressed Fresh Pork dealer in your locality. *Patronize him.*

The same theme, with variations, is played throughout the series and answers the first two objectives of the campaign.

The third objective is being taken care of by a special store sign furnished to dealers as a tie-in with the campaign. This sign identifies the dealer as one who sells New England dressed fresh pork and is featured in several of the advertisements which are to come.

The fourth objective, how to use, is reached by a recipe booklet containing twenty-one recipes. The packers are also using this booklet to reinforce the copy telling women why to use the product. Each recipe occupies a page and on a facing page is copy telling one reason why the housewife should use the packers' product. Thus, there are not only twenty-one methods of using but also twenty-one reasons for using. The booklet is featured in each advertisement and is offered free to inquirers. Already the packers have received a number of requests for the recipe booklet.

As the campaign swings into its

stride it will discuss such subjects as a comparison between fresh pork and fresh vegetables, the many uses to which fresh pork can be put, fresh pork as a variant on the household menu, how to know where to buy New England dressed fresh pork, the fine quality of the packers' product, etc.

In order to get full effectiveness from the campaign the packers held meetings of their salesmen prior to the appearance of the first advertisement. The campaign was explained and prizes offered to the salesmen opening the most new accounts. As a result of this preliminary work, the salesmen went out among the dealers and had their enthusiastic co-operation at the time the advertising first appeared.

The campaign has an unusual timeliness since it is cashing in on the growing sectional consciousness of the people of New England, that was so strikingly in evidence at the Fifth New England Conference which was in session in Boston at the time the first advertisement appeared.

The progress of the campaign is being watched with interest not only by other groups in New England, but also by packers outside of that section. For the latter it offers an idea which is easily adaptable to any section of the country and gives packers something they have been looking for, a new advertising angle for meat.

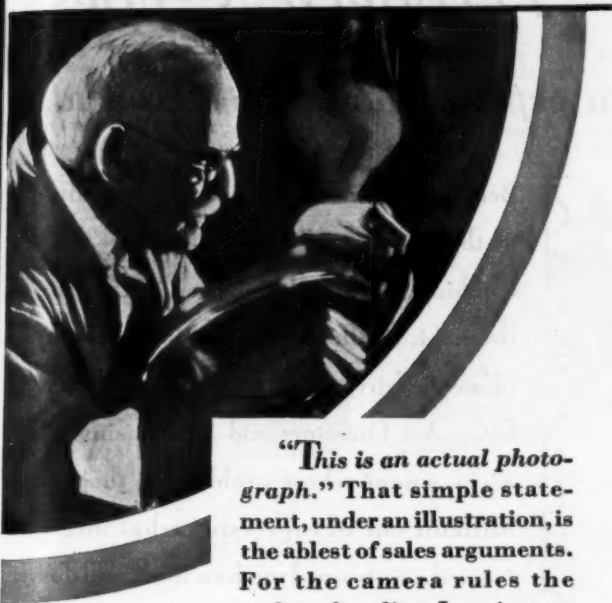
Co-operative Millinery Account to Carlyle Agency

Seven millinery houses have placed their co-operative advertising account with the Carlyle Company, New York advertising agency. Business papers and magazines will be used on the account. The group consists of the following: Delle Donne, DeMarinis & Lorie, Inc., E. H. Scherman & Company, Farrington & Evans, Inc., Hyland Brothers, Vail Hat Company, Inc., and Wurzburger & Company, Inc.

Furniture Account to Geyer Agency

The Showers Brothers Company, Bloomington, Ind., furniture manufacturer, has appointed The Geyer Company, Dayton advertising agency, to direct its advertising account.

Caught by the Camera



"This is an actual photograph." That simple statement, under an illustration, is the ablest of sales arguments. For the camera rules the realm of reality. It writes no tainted testimonial; paints no exaggerated picture. Thus the persuasive power of a photograph inspires confidence, builds believability. Use actual photographs—and tell your prospects that they are photographs.

AN ACTUAL PHOTOGRAPH MADE BY A MEMBER OF THE PHOTOGRAPHERS ASS'N OF AMERICA

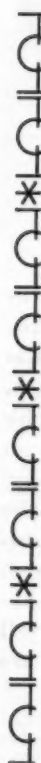
PHOTOGRAPHS

TELL THE TRUTH



Modern Types

to express modern merchandise


 Bernhard Cursive Bold is undoubtedly one of the loveliest of all display types, and in combination with Lucian, as in this advertisement, it offers a distinction, and an air of 'savoir faire' which few type faces can confer. * Art Directors and Advertising Managers, among whose problems is that rather difficult one of expressing what might be termed a restrained modern note, will do well to investigate these and other Bauer types. Bernhard Cursive Bold is cast in sizes from 14 to 72 point, Lucian from 10 to 72 point on the American point system. Decorative material designed for use with these faces is also ready for immediate shipment. We will gladly send specimen sheets upon request.

Bauer Type Foundry, Inc.
 235-247 East 45th Street, New York City

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Buy Christmas Seals

and give someone
a better chance
for life through
your generosity.

**HAWLEY
ADVERTISING
COMPANY**

Inc.

**95 MADISON AVE.
NEW YORK CITY**

from clogged radiators and was focused on the main thought in most motorists' minds, namely, more power. The campaign was run in national magazines, using full pages, and appeared during the late fall months when people began to think about their radiators for the long winter season.

Thus is another manufacturer added to the ever-growing list of those who are finding ways of reaching the public and are building good-will, not only for themselves, but for their whole industry.

Phyllis V. Keyes in Rebuttal

FRANK PRESBREY CO.

NEW YORK, Dec. 11, 1929.

Editor of PRINTERS' INK:

It seems that the esteemed Mr. Cox, in your December 12 issue, is laboring under a serious misapprehension in his letter in regard to the opinions I expressed in "Come to Papa" printed in your November 21 issue. I do not believe that the public is, as he so inelegantly phrases it, "a bunch of saps," nevertheless, I am quite convinced that the public is human, very human in fact, and that in writing advertisements one must reckon with mob psychology.

For what, after all, is a good advertisement but the clever dramatization of a product—the skillful presentation of a service in its most attractive light? A successful advertisement has all of the characteristics of the long-run play. It appeals to the emotions first, and the reason second.

Mr. Cox's ideal advertisement, "quiet, confidential, unassuming," is to my mind in the same class with what the critics term a "library play." It is most woefully lacking in magnetism, fire, human interest. Taken by and large, human nature is not quiet and unassuming. It is egotistical and more than anything else it loves a good show.

Why was Barnum so successful? Because he "took the public quietly into his confidence and gave them the 'inside' on his service?" Oh, no! Barnum, if you will remember, owned and operated and advertised "the greatest show on earth," that's why. He understood his public, and with almost super-human cunning he gave them not negative claims and unassuming statements, but what they wanted, "the greatest show on earth."

Yes, you must be intensely human if you want to appeal to humans. You must be first of all a showman, for, Mr. Cox to the contrary, folks haven't changed much since Barnum hung the S. R. O. sign over the gaudy entrance to "the greatest show on earth."

PHYLLIS V. KEYES.

With Criterion Service

M. A. Meager, formerly with Barron G. Collier, has joined the Criterion Advertising Company, Inc., New York, as a special representative.

SOUTH AFRICA

offers

A New 1930 Outlet For Your Product

South Africa is the newest important export discovery of enterprising American manufacturers. Each year, an increasing number give this territory a trial test. The results soon convince them of the purchasing power and responsiveness of this fertile audience. Witness the fact that the value of imports from America has nearly doubled since 1922—the annual rate of growth being \$5,500,000. Total imports in 1928 were \$396,480,000!

The Argus Group Blankets South Africa

All classes of South Africans are reached through the Argus Group. These publications circulate into the joining districts, as well as the cities. Every type has its Argus paper—whether it be local, national or professional. Each link in the Argus Chain is an important publication and each publication an important sales link. Included are such outstanding media as the JOHANNESBURG STAR, the CAPE ARGUS, NATAL ADVERTISER, BULAWAYO CHRONICLE, RHODESIA HERALD, FARMER'S WEEKLY and many others. Investigate!

ARGUS SOUTH AFRICAN NEWSPAPERS, Ltd.

American Office:

S. S. KOPPE & COMPANY, Inc.

International Publishers' Representatives

Times Bldg.

Bryant 6900

New York

The Swivel-Chair Research Man

Part II*—Some Rules for Refining the Questionnaire

By Aesop Glim

NO questions shall require mathematical calculations by the one interviewed. Note that this applies particularly to consumer and to retailer questionnaires. Under some conditions, latitude may be taken with the jobber questionnaires, with the understanding that you are attempting to secure approximate estimates only. Where actual sales records are available, it may be perfectly proper and highly desirable to use this form.

Consumer and retailer questionnaires should include no, "What percentage of the breakfast foods purchases is ready-cooked?" or, "What percentage of your sales of breakfast foods is represented by XY brands?" Answers to such questions will have little value. Neither the consumer nor the average retailer thinks in terms of percentages. That is something for either the reporter or the tabulator to work out. Find out how often the consumer serves ready-cooked breakfast foods, and how often she serves the non-cooked product. With that information, the necessary percentages can be worked out.

This also applies to the retailer. Ask him how often he buys AB brand; how much he buys at a time. Do the same in regard to BC brand. Your percentages will then be at least indicative, if not entirely correct.

(Whenever you are tempted to ask a percentage question, ask yourself one: "What percentage of my annual desserts is apple pie?" Unless it is 100 per cent or zero, would you swear to the answer? Then why ask some disinterested person to perform mental gymnastics for you?)

No question shall suggest its answer. There is no defense for a question which suggests its answer. You are simply putting your pros-

pects in a position where the majority of them make the same reply—whether or not that answer actually represents true conditions.

Which calls for an attempt to clarify that old expression—Leading Questions. I have frequently sat in a conference discussing proposed investigations and tentative questionnaires. Invariably there was present one calm and reserved person, who sat quietly by until the actual questionnaire was brought out. Then he was all alert. At the proper time he made his famous speech, "We cannot include that, it is a leading question." That was his first, last and only remark. He had established himself as an authority. You may be assured that when the questionnaire was prepared by a research man who knew his business, it was not an out-and-out leading question, but one inserted for a purpose and only after long and hard thinking.

Self Appointed Authorities

Yet every man, woman and child, who has ever prepared, worked on or read one questionnaire, is a self-appointed authority on Leading Questions. Undoubtedly, it is because the term has been lifted bodily from the law. Its use lends a dignity of knowledge to the user.

What is a real Leading Question? Fundamentally it is a question which suggests an answer. If we stick to that definition we are all in agreement. The trouble arises from the application of the term to questions which, in many instances, suggests no specific answer.

Let us cite an example of a Leading Question. When you were a boy your mother probably asked, "Jack, will you have another piece of pie?" She hoped you would decline. Today, after your first helping, your wife may ask, "Jack, will you have some pie?" After

*Part I appeared on page 76 of the December 12 issue of PRINTERS' INK.

To turn out the best possible job within the required time and at the specified price . . . this is our code of operation. Ability to adhere to it is the secret of our success.

OGDEN

PRINTING CO., INC.

209 W. 38th St., New York City

WXYZ

adef

KLING-GIBSON

COMPANY

230 PARK AVENUE, NEW YORK
VANDERBILT 1617

8 S. MICHIGAN AVE., CHICAGO
RANDOLPH 8311

ADVERTISING



announces

B. F. MCGUIRL

VICE-PRESIDENT

"Mr. McGuirl comes to us with a wealth of experience, with a thorough understanding of merchandising, with skill and ability matched by few in the advertising business. I predict a big future for him with Kling-Gibson."

Lucy Cutting

President

December 1, 1929



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a second helping she might say, "Jack, you won't have another piece of pie, will you?" She has answered the question for you as she wanted it answered.

Take that as an example and use everyday common sense. You know whether a question presupposes an answer. Don't waste time trying to rig up a lot of roundabout questions to avoid an imaginary Leading Question hazard.

"Do you use Blank Bread?" "Do you read Blah Magazine?" are often cited as Leading Questions. Under ordinary conditions that form is poor. But whether they are Leading Questions or not, depends entirely upon circumstances.

Experience has proved that a question such as, "Do you read Blah Magazine," is generally unsatisfactory insofar as results are concerned. It is much better to ask, "What magazines are read regularly?" And your answers will be more satisfactory, if you do not list the various periodicals. However, if your specific problem is to find out something definite about Blah Magazine only, the circulation of which has dwindled over a period of five years, you must use judgment in preparing your questionnaire. First try the orthodox form. Take precautions, however, to put in a question to be used only in the event that Blah Magazine has not been mentioned in answering the other questions. In so doing you will not be leading. If your reporter is worth his salt, he will handle the optional question satisfactorily.

Don't let the subject of Leading Questions keep you awake at night. Apply good judgment to your immediate problem. Do not deviate from the regular form unless you are forced to do so to secure the information you must have to make an intelligent report.

No question shall be included which can be construed as personal. It is a safe bet that you are going to get incorrect answers to a personal question. Your reporter may even be dismissed without any answer to the personal question

and to subsequent important questions. It is the rare woman who will tell you her husband's salary, her weekly allowance, or the size of the mortgage on the house. The first two will be exaggerated in the same proportion as the last one is decreased. False information is worse than no information—from the latter you can draw no deductions.

You might as well face the facts. There is some information, however desirable, which can rarely be secured directly. Certain research men can secure answers to any question. I know one who has even secured information on the earnings of various companies and on the salaries of the leading officials. But it was a long, hard and most expensive job. If you are ready to pay from \$25 to \$50 per interview, you too can secure information of a personal nature. Generally the cost is altogether out of proportion to the results secured. If you have any doubt as to the difficulty of securing such personal information, talk some day to the Income Tax Bureau. It is a good rule to make no attempt to get purely personal information by direct interviews. If you want an idea of the cost of houses in a certain neighborhood, see a real estate man.

A good investigator may find out that a particular housewife trades at one store instead of another because of generally lower prices. He may find out that the housewife uses ABX Corn—an inferior brand—but only in the rarest cases will he learn that the true reason this corn is now used is that Mr. Husband has had a cut in salary and a general retrenchment is being made.

Frame your questions so there is no hint of anything personal in them.

No impossible questions shall be asked. An impossible question is one which cannot be answered correctly by the person interviewed. Perhaps the most frequent impossible question is, "Where did you see the advertisement?" In a certain survey, a large percentage of returns indicated that a certain ad-

vertisement was seen in the X magazine more than in any other publication. The Y magazine showed up fairly well, as did the Z. But the X was the leader by a wide margin. However, it turned out that the X magazine had never carried the advertising of that particular company. Advertisements which appear only on billboards are "seen" in newspapers. Local newspaper copy is credited to national magazines and so on.

Another impossible question along the same line is, "Did the advertisement influence you to purchase Blank Radio?" Use yourself as a test. What brand of hat are you wearing? Have you read advertisements describing that brand? Did that advertising influence you to purchase that particular hat? It is usually difficult to trace a sale back to any particular advertisement.

Another impossible question to the general public is, "What do you think of the advertisement?" If you do not recognize what is wrong with that question, give up all hope of ever writing a questionnaire.

Not all impossible questions deal with advertising. "When a customer comes into your store to buy flat silver, what is uppermost in his or her mind—the name of the manufacturer or the pattern?" Some day, when time hangs heavily on your hand, ask that question. Perhaps that will tell you just what an impossible question is.

Make your questionnaire as simple as possible. Make it neat and compact. Arrange it so that the answers will be brief. Wherever possible, let the answer be, "Yes," "No" or a check. If you want to know the leading brands stocked, arrange your questionnaire so that the answers may be readily inserted. Leave the necessary space for explanatory notes. Much of the meat of an interview is secured from the remarks and notes made by the reporter. Leave ample space for them. Many of the most valuable returns from surveys were unforeseen.

Be sure to ask enough questions

to cover every phase of your investigation, but do not insert a single unnecessary question.

I will repeat the six rules, stripped of all explanatory notes. Cut them out. Keep them before you when you write a questionnaire.

1. Every question must have a direct bearing on the immediate problem.

2. Every question shall be clean-cut. There shall be no ambiguous, intricate or involved questions.

3. No question shall require mathematical calculations by the one interviewed.

4. No question shall suggest its answer.

5. No question shall be included which can be construed as personal.

6. No impossible questions shall be asked.

It is good practice to put your more important questions in the upper part of the questionnaire. Your prospect's mind is fresh at the start. If the market is the most important thing, tackle that immediately. Determine right off whether the person interviewed uses the product. If so, what kind, what brand, when, where and how. Before you leave that question, have it covered from every angle. Now is there any question on usage which has not been included? Next arrange all your questions in logical order and proceed to the next part of your job—which is: Try it out!

Take it question by question and determine the importance of each inquiry. What benefit is it going to be to you to get 1,000 answers to question six? Will it help you to solve your problem or will the information be merely interesting? If the latter is the case, throw out that question at once. After you have fine-combed your questionnaire, apply your six rules. Does every question measure up to those specifications?

With this work finished, you have a tentative questionnaire. Do the first testing yourself. Try it out on your secretary and members of your own organization. Try it out on your wife and friends.

In so doing, you will meet with

A complete

radio service

for advertisers

and agencies

Often an advertiser, often an agency, hesitates to use radio because of mysterious details.

Let Sound Studios of New York take off your shoulders all these details. Let us tell you exactly what can be done, what it will cost, how to pick radio stations in sales areas, how to put on a program at identical hours anywhere in the country, how to gain finest program quality with the greatest economy, how to establish a sales talk definitely in advance.

And if you put your program in our hands it will be directed by

Frank Black

Gustave Haenschen

Here are some of the well-known programs prepared by these men of our organization in cooperation with agencies and their clients.

PALMOLIVE HOUR
SEIBERLING SINGERS
WONDER BAKERS
CHAMPION SPARKERS
JOHNSON & JOHNSON
PRO-PHY-LACTIC
ARMSTRONG QUAKERS
RCA DEMONSTRATION
EDISON HOUR
CHASE & SANBORN
LEHN & FINK



We co-operate with recognized advertising agencies

Let us tell you all about it!

SOUND STUDIOS OF NEW YORK
INC.

50 WEST 57TH STREET NEW YORK, N. Y.



The end of every market survey is—or should be—the conclusions and recommendations drawn from it.

All the organization (both methods and people) that we employ in our survey work is directed to the accomplishment of that end.

But, obviously, such conclusions and recommendations can be sound only if based on facts that have been carefully gathered and interpreted.

So, in the last analysis, the fact-finding job is still of paramount importance—worthy of all the care we insist upon giving it.

R. O. EASTMAN Incorporated

113 West 42nd Street - - New York
360 North Michigan Ave. - - Chicago

RETOUCHING SPECIALISTS

**BLACK
AND
WHITE
•
COLOR**

**ADDA AND
KUENSTLER
STUDIOS**

**70 E. 45 · NEW YORK
Murray Hill 9237**

some surprises. Questions which you thought were perfectly clear are apparently misunderstood. Other questions which seemed important, now show up as trivial. Some subjects not covered at all have been discovered. One question cannot be answered directly; the meaning of another question is confused in the minds of the people to whom you talked.

When you have made your initial test, go back and rewrite your whole questionnaire.

Now test your questionnaire out in the field. Do not do this yourself. Have some of your investigators handle it. Take twenty-five or fifty questionnaires. Send the investigators out and then examine the returns. Once more you will find that there is need for revision. Sit down again and check the entire questionnaire.

Now make your final test. Take each question and assume that 75 per cent answered yes and 25 per cent answered no. Next assume that 25 per cent answered this question affirmatively and 75 negatively. Under such conditions, what does that question mean to you? Will it give information directly bearing on the problem? If yes, keep it in the questionnaire; if not, discard it forever.

Through this procedure you will have refined your questionnaire until you have done a fairly good piece of work. But do not fool yourself. As the survey proceeds you will discover many places where the questions could have been improved.

The perfect questionnaire has not yet been written!

Chicago Newspaper Representatives Elect

P. L. Henriquez, Western manager of the St. Louis *Post-Dispatch*, was elected president of the Newspaper Representatives Association of Chicago at its annual meeting last week. Sylvester Blish, John Budd Company, was elected vice-president; Berry Stevens, Howland & Howland, secretary, and H. E. Scheerer, Scheerer, Inc., treasurer.

W. H. Stockwell, retiring president, was retained as a member of the board of directors. H. A. Koehler, Rodney Boone Organization, was elected to the board to serve a two-year term. George J. Noce, Cone, Rothenburg & Noce, Inc., was named to serve a one-year term.

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WE TAKE PLEASURE IN ANNOUNCING
THE APPOINTMENT OF
FRANKLIN P. ALCORN CO., INC.

NEW YORK - CHICAGO

AS OUR

NATIONAL ADVERTISING

REPRESENTATIVES

EFFECTIVE JANUARY 1, 1930

LAFAYETTE JOURNAL AND COURIER
LAFAYETTE, IND.

HENRY W. MARSHALL JR., PUBLISHER

moved to 18 E. 48
telephone wick. 8371-2



OLIS AND ASSOCIATES INC.

a well balanced group
of creative visualizers
supported by a number
of free-lance
artists

"Just Like One Big City~"

THIS is what the manufacturers of products intended for farm distribution say about Nebraska's rural market. Why? Because they can reach this market with as thorough a coverage as any metropolitan daily would cover a city. In Nebraska, this is made possible through The Nebraska Farmer, at one cost to the advertiser. Over 118,000 farm homes receive this publication each week. In Nebraska alone, where 69 per cent of the population is rural, over 100,000 farm homes receive The Nebraska Farmer. This represents a four-fifths coverage of the state. 494,436 men, women and children in these Nebraska farm homes have an annual spendable income of \$500,000,000, from crops and livestock. Consequently the best market in Nebraska is the farm market. This market is served best by The Nebraska Farmer.

Seventy years of successful service to the farming interests of Nebraska has made The Nebraska Farmer a powerful sales medium in this state.

One Market—One Medium—One Cost

THE NEBRASKA FARMER

"Nebraska's Own Farm Paper"

NEBRASKA MEMBER OF STANDARD FARM PAPERS

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FARM PAPER SUMMARY FOR NOVEMBER

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1928	1929
	Lines	Lines
Country Gentleman	58,673	55,143
Successful Farming ..	24,383	26,489
Capper's Farmer	21,951	25,046
New Breeder's Gazette.	20,066	20,002
California Citigraph ..	16,513	18,919
Farm Journal	15,516	17,981
Farm & Fireside	14,163	13,696
Florida Grower	11,660	12,043
The Florida Farmer ..*	13,504	5,725
The Bureau Farmer ..	7,421	5,657
Amer. Fruit Grower ..	4,017	4,868
Better Fruit	5,908	4,756
American Farming	7,670	4,601
Farm Mechanics	3,652	4,145
Iowa Farmer & Corn		
Belt Farmer	*3,173	3,249
Pacific Homestead ..	2,911	3,052
Amer. Produce Grower	1,908	1,621
Farmers' Home Journal	2,355	1,130
Total	235,444	228,123

*Two Issues.

SEMI-MONTHLIES

	1928	1929
	Lines	Lines
Dakota Farmer	34,974	31,286
Hoard's Dairyman	25,111	29,537
Missouri Ruralist	33,671	24,823
Okla. Farmer-St'kman .	31,343	24,375
Montana Farmer	27,605	19,456
Southern Agriculturist.	22,361	18,569
The Illinois Farmer..	18,194	15,087
Southern Planter	16,637	14,867
Western Farm Life ..	13,807	13,509
Southern Ruralist	17,991	13,266
Utah Farmer	11,471	12,707
The Arizona Producer..	11,578	8,927
Farmer & Breeder	9,007	4,728
Missouri Farmer	7,023	3,883
Arkansas Farmer	6,274	3,665
Southern Cultivator ..	2,723	1,999
Total	289,770	240,684

WEEKLIES

(Five Issues)

	1928	1929
	Lines	Lines
Wallaces' Farmer &		
Iowa Homestead ..	45,381	60,745
The Farmer	*47,317	52,049

A Standard Farm Paper

MILLIONS AHEAD OF LAST YEAR!



Reach the Most Prosperous Group in Farming

"Gross returns to livestock producers in the first eight months of the year (1929) were approximately \$93,000,000.00 more than in the corresponding period of 1928." —from the Report—to the President—of the Secretary of Agriculture. Dated November 15, 1929.

You start with the best prospects when you advertise in

The New BREEDER'S GAZETTE

Purebred Record Building
Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS
Chicago

WALLACE C. RICHARDSON
250 Park Ave., New York City

an advertising man

who is looking for a larger opportunity will read this advertisement. Although he has had agency training in selling and handling accounts, or is an advertising manager, his best work is yet to be done. A small agency with full recognition, headquarters in New York, which has thoroughly established itself in a specialized field, is expanding its business into general advertising. It needs this man. A confidential letter giving full particulars including experience, type of accounts handled and approximate present earnings, will receive careful consideration. All the executives of the agency know that this advertisement is appearing. References will not be used prior to an interview, without permission. Address K. R. G., Box 128, Printers' Ink.

	Lines 1928	Lines 1929
Wisconsin Agriculturist & Farmer	34,463	49,426
Prairie Farmer	*43,911	47,212
Nebraska Farmer	*48,233	43,950
California Cultivator ..	*28,601	38,591
Kansas Farmer, Mail & Breeze	*36,833	35,489
Ohio Farmer	*40,003	34,991
Pacific Rural Press ..	*35,666	34,665
Pennsylvania Farmer ..	*36,263	32,378
Michigan Farmer	*37,907	32,196
New Eng. Homestead..	*23,386	31,415
Farm & Ranch	*37,163	31,353
The Farmer's Guide ..	*31,790	28,580
Rural New Yorker ..	*34,972	27,469
Progressive Farmer & Farm Woman	*29,295	27,128
Amer. Agriculturist ...	*26,754	26,795
Washington Farmer ..	33,895	*21,844
Oregon Farmer	31,068	*20,225
Idaho Farmer	29,942	*20,202
Dairymen's League News	11,953	5,736

Total 724,796 702,439

†Iowa Homestead combined with

Wallaces' Farmer.

*Four Issues.

FARM NEWSPAPERS

(Four Issues)

	Lines 1928	Lines 1929
Kansas City Weekly Star	38,462	33,211
Dallas Semi-Weekly Farm News	*16,599	*10,409
Memphis Weekly Com- mercial Appeal	12,736	6,915
Atlanta Tri-Weekly Constitution	7,414	4,075
Atlanta Tri-Weekly Journal	6,317	2,572
Total	81,528	57,182

*Five Issues.

Grand Totals 1,331,538 1,228,428

(Figures compiled by Advertising
Record Company)

To Join Standard Farm Paper Unit

George Jones, Jr., formerly advertising manager of The Junket Company, Little Falls, N. Y., will join the sales staff of the Standard Farm Paper Unit, New York, on December 23. Graham A. Robertson, formerly merchandising director of *Holland's Magazine*, Dallas, also will become a member of the sales staff of the Standard Farm Paper Unit, on January 1.

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A Real Dairy Paper for Eastern Dairymen

THE Dairymen's League News is a full-fledged farm paper—the only weekly in the East devoted to dairying. Its Feed Service Department, conducted by Prof. E. S. Savage, of Cornell University, is authoritative and often quoted. Its Home Department receives thousands of letters yearly from dairy farm women. Even the Kiddie Korner is eagerly read by coming dairymen.

These dairy farm families have ample buying power based on monthly milk checks, supplemented by generous receipts from cash crops and poultry products.

An honest-to-goodness circulation of over 56,000 obtained without premiums or other high pressure methods and a line rate of only 50 cents make Dairymen's League News "a good buy." Make sure that it is given a place on your schedule.

*Write for Sample Copy and
Rate Card*

DAIRYMEN'S
League
NEWS

11 West 42nd Street, New York.
 W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

10 S. La Salle Street, Chicago.
 John D. Ross, Phone State
 3652

THIS
MAP
SHOWS
"THE
NEW YORK
CITY
MILK SHED"

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6600. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUY COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
Arthur H. Little	Eldridge Peterson
Thomas F. Walsh	Don Masson
H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic Read
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, DECEMBER 19, 1929

Peanuts and Progress

When William A. Quayle, late bishop of the Methodist Episcopal Church, set out to preach a great sermon he often deliberately took as his text a blade of grass or a leaf: so simple are the great lessons of life. Equally simple are the great lessons of merchandising. Take for example the peanut, at best an ordinary thing. But one need look no further for a text on merchandising.

Not more than a very few years back one ate peanuts (or "goobers," to use the more colorful Southern colloquialism). One ate them for the most part simply as peanuts, and their consumption was closely associated with such gala occasions as circuses, Sunday afternoon walks and baseball games.

Today, we are told, the lowly goober is cooked and salted and pulverized in no less than 144 different ways, not to mention its other uses—as a raw product, for example, in the manufacture of oleomargarine, salad dressings, soaps, hair oils and peanut butter. Even a palatable bread flour is manufactured from peanuts.

And to what avail? We admit we haven't made any elaborate investigation into results, but we are told that every day a trainload of peanuts comes into Chicago (which city, incidentally, is said to consume more peanuts than any other in the world). This trainload a few years ago was but a carload, if that.

Discovering and exploiting new uses for a product is of course one of the accepted merchandising stand-bys of manufacturers who are endeavoring to extend the boundaries of their own market. In this instance perhaps the peanut people set out deliberately to discover new uses; perhaps someone else did the discovering. Anyway, the result is the same, and in this case the result is a demand which the entire domestic peanut crop is no longer able to satisfy.

There should certainly be inspiration here for the manufacturer who thinks he has discovered, and exploited, the last possible use for his product. Let this man reflect but a moment on the peanut, and what has been done with it.

Advertising and Small Production

Many a manufacturer, new to advertising, has been scared away from it because he was told that if he didn't want big volume, high production and cave man selling, he had better not advertise. He was told that all advertising was so geared up with mass production methods that any other philosophy of management was one which would not include advertising as part of the management program.

Nothing is further from the truth. There was a time a few years ago when mass production was the ideal held out to every

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manufacturer as the goal he must strive for. Yet a great many manufacturers of a purposely restricted product made by craftsmen have discovered that advertising searches out for them exactly the type of consumer they can do business with. The Rookwood Pottery Company in Cincinnati, the Hawkes Glass Works in Corning, N. Y., The Johnston & Murphy Shoe Company, of Newark, are three concerns whose advertising has gone hand in hand with slow and conservative expansion.

Advertising, with copy prepared carefully to appeal to a specific, definite type of people, restricted in number, who are the logical buyers for the product, will help any maker of craft merchandise to get in touch with the sort of consumer who keeps him in business. There is some form of advertising which will assist almost any manufacturer, be he large, small or middle size.

A man expanding slowly is like a baseball player who has reached first base. The closer he sticks to the base the smaller the risk of being put out at first, but the smaller also are his chances of reaching second. On the other hand, the further off the base he plays the greater are his chances of reaching second. The most successful base runner is the one who usually takes his position in the middle ground between security and excessive danger. The small manufacturer who never takes any risk never gets caught off base, or in business in an over-extended condition, but he minimizes his chances of getting around to the home plate.

The only unfortunate thing is that many rising young business men with their feet on the ground, with a definite business philosophy which promises to take them in a straight line to the modest success they have in mind, are frightened away from all advertising because someone has told them that it is only for the man who wants to expand rapidly and who is willing to take a big chance at the start to do so. The right kind of advertising with the right kind of advertising adviser fits very

nically into the philosophy of the slow and steady builder.

Melon Cutting or More Steam?

A writer in the New York *Evening Post* makes the interesting suggestion that now is the time for big companies that have purposely hidden some of their earnings for many years to help the situation by showing their full profits. Taking a list of large companies many of which, such as Drug, Inc., Eastman Kodak, General Electric and National Biscuit are national advertisers, he makes the statement that about half of them are reporting less than their real earning power—that is, that there is a substantial cushion of undisclosed earnings. It is pointed out that the stockholder has a right or a duty to know value and earnings. He would have to read Federal Trade Commission reports to find out "that General Electric has paid the Government for a number of years taxes on earnings 50 per cent larger than reported to the stockholders. And to ascertain the real earnings of National Biscuit would require almost divine assistance."

The suggestion that every big company should disclose the full amount of its earnings is an interesting one, but one wonders whether it would really be good business. A company which charges sinking fund to earnings due to bond retirement, does not disclose undistributed equity in all subsidiary earnings, or by some other method of bookkeeping does not disclose full earnings, does so in order to provide a reserve for off years. The suggestion that all companies disclose all earnings at the present time, is for the purpose of helping industrial activity, which is, says the *Post* writer, continued earning power.

But every survey which has been made of common stockholders in specified cities has disclosed a large number of barbers, bricklayers, carpenters, physicians, dentists, garage mechanics and other men who are not qualified as management experts. They put their money into the common stock of a company, and more of

them now own common stock than ever before, because they have confidence in management and because they have been told it was a good stock to buy. If every cent of earnings for all companies were disclosed at this time, it would lead either to a demand on the part of the common stockholder for an immediate melon cutting or an increase in the dividend. A great many companies have already increased dividends and in this way have added a certain amount to purchasing power. But what the Government and what industrial experts want at the present time is assurance of future earning power. Corporations have not disclosed their full assets because they wanted to build up a reserve fund.

It would seem like a better suggestion for some of the companies to invest part of their profits in increased advertising at the present time. Advertising deals with a state of mind. Every one of the conferences at Washington so far has been to provide against fear and the memory of previous stock market crashes with their consequences. Advertising does build up the assurance of future demand. Advertising is the motive power which keeps the wheels of industry turning.

It seems to us, therefore, that the average stockholder would be just as well pleased and would be getting better management for his money if instead of every corporation now disclosing the full amount of its earnings and cutting melons, they invested part of their surplus in increasing their advertising campaigns for 1930.

New Values of Good-Will

The true value of the good-will of a company as reflected in the balance sheet has come in for much discussion, during the last year or two, due to the increasing interest of the public in business. For changes in its value have undoubtedly resulted from the forces working behind the recent inflation of securities and the resultant crash.

To get a proper valuation of these elements, the head of a large firm of accountants was asked by

PRINTERS' INK to write about whatever new factors might have entered. But he refused on the ground that old fundamentals still hold good, as sufficient time has not elapsed in which to solidify any new standards which may have arisen.

Although in accord with this conservative position, PRINTERS' INK feels that there are strong undercurrents which are working on the evaluation of good-will and giving to it more and more tangibility. And, further, that business should be alive to these forces in order to capitalize them when they are recognized by the accounting fraternity.

Until more definite figures can be given, it would be wise for business to consider, in its various dealings, the effect which its actions will have on the good-will of the consumer, the employee, the dealer and the financial position of its stock. A company may spend time and money building up a profitable consumer good-will and find it has poor means of distribution because it has not played fair with its dealers, or it might find, because of its manipulation of its stock, that it has lost the faith of its employees.

New Accounts with Gottschaldt-Humphrey

The following companies have placed their advertising accounts with Gottschaldt-Humphrey, Inc., Atlanta advertising agency: the Howey-in-the-Hills Juice Company, Howey, Fla.; Pomona Products Company, Griffin, Ga.; Central Marietta Association, Atlanta, and F. W. Sommerfeld Cigar Company, Tampa and Miami, Fla.

New Accounts for Howland Agency

R. Louis, Wholesale Division, Inc., New York, manufacturer of cosmetics, and Studios R. Louis, hair and facial treatments, both of New York, have appointed the H. S. Howland Advertising Agency, Inc., of that city, to direct their advertising accounts.

Join "Oral Hygiene"

John J. Downes has joined *Oral Hygiene*, Pittsburgh, as a merchandising counsel.

James W. Kaufman has also joined the staff. He will handle production details.

HAVE YOU EVER SEEN A KNIGHT CERTIFIED MARKET STUDY?

OVER seventy American markets have been carefully studied by the KNIGHT trained staff of market investigators. These studies show accurately...

1. *The undeveloped sales opportunities*
2. *The spending power and buying habits of the people*
3. *Their response to buying suggestions*
4. *The most economical method of developing the market*

A careful consideration of Knight facts will enable you to show greater returns on the advertising investment. These studies are at the disposal of advertisers and agencies. Write for a list of the cities in which Studies have been made.

***Knight Studies
are built on...***

PERSONAL INTERVIEWING—Permanently employed Field Investigators trained in securing accurate information. **MACHINE TABULATION, BONDED AUDITORS, CORRECT ANALYSIS, COMPLETE UNBIASED FACTS.**



EMERSON B. KNIGHT, Inc.
Architects and Builders Building
INDIANAPOLIS, IND.

Advertising Club News

Rushing Production Job Is Unfair to Advertiser

The advertiser is being robbed of something that is rightfully his when the production job of the advertising campaign is pushed through, as is too frequently the case, on a hair's breadth time basis, with resulting poor reproduction and delayed insertions. A. J. Fernandez, assistant to the advertising director of the Curtis Publishing Company, said at an open meeting of the Production Men's Club of Chicago last week. Instead of being passive about the time allotted him for getting his work out, the production man should "battle for the rights of the advertiser and his own department," Mr. Fernandez declared. With time allowance made for the best possible engraving and photography the advertiser will get more for his money in terms of actual sales results, he pointed out, and advertising as a whole and the individual advertising agency will benefit.

* * *

Seattle Club Holds "Art in Advertising" Meetings

"Art in Advertising" has been the subject which the Advertising Club of Seattle has been featuring in a series of recent meetings. One of these meetings was sponsored by the Seattle Photo Engravers with Carl F. Fredinger, first vice-president of the American Association of Photo Engravers, as the speaker.

The program of another meeting was provided by the commercial artists of Seattle, under the chairmanship of Glenn Sheekles. An exhibit of modern commercial art, produced by Seattle artists, was arranged for members of the club. This exhibit was later removed to the Seattle Public Library in order to show the Seattle public the type of work being done in that field. Walter O'Reese, commercial artist, was the speaker at this meeting.

* * *

Franklin Memorial Plan Gets Under Way

At a dinner given recently by Cyrus H. K. Curtis at Philadelphia, a campaign was launched for the erection of a memorial to Benjamin Franklin in that city. This memorial which was suggested by Morton Gibbons-Neff, secretary of the Benjamin Franklin Memorial, Inc., in 1927 when he was president of the Poor Richard Club of Philadelphia, will take the form of a museum which will house the Franklin Institute.

* * *

Made Executive Secretary, Seattle Club

Miss Jeanne Rickert has been appointed executive secretary of the Advertising Club of Seattle, succeeding Miss Constance M. Patterson, resigned.

Creative Men, Not Publishers, Fix the Cost of Space

It is the advertising agency idea men, not the publishers, who today fix the price of advertising space.

This is the opinion of Raymond Rubicam, president of Young & Rubicam, Inc., New York advertising agency, as expressed in a speech which he made before a meeting of the Advertising Council of the Chicago Association of Commerce last week.

Advertising success, he stated, is no longer a matter of dominating space, position and circulation. The creative copy men, the analytical merchandising men and the art idea men are the important factors. By the manner in which they fill the white space in publications they determine results and by making that space more, or less, valuable they determine its cost to the advertiser.

In making space more valuable, he continued, advertising men must know the human mind as well as the product. "They must rub the knowledge of the product against the understanding of the consumer mind and strike a spark of common interest, whether the copy be long or short, the appeal to the heart or the head, the telling by pictures or by words."

Mr. Rubicam advised that it is also well for the copy man to "change his pace" instead of always attempting to be convincing. "Be at times informative; at others suggestive—let the prospect think that he is convincing himself; and sometimes be persuasive," he suggested.

* * *

Describes New Trends in Utility Advertising

"There is a new trend in the advertising of a utility as there is in other advertising," R. E. Haas, of the Columbia Engineering and Management Corporation, New York, and secretary of the Public Utilities Advertising Association, told members of the Advertising Club of Columbus, Ohio, at a recent meeting.

Old advertisements of a gas company, for example, he pointed out, often showed "a line cut of the Burn-rite gas range manufactured by the X Manufacturing Company for sale at the gas office for \$46.65. If you needed a gas range," Mr. Haas said, "this type of advertisement might interest you. If you really already had a gas range, this advertisement would have no appeal. Compare the advertisement of 1910 or 1920 with those of this year. The modern advertising of the gas company speaks of the speed, convenience, comfort, adaptability, reliability, economy, safety, style, health, cleanliness, noiselessness, derived from the various uses of gas in the home and industry. The same is true of other utilities—they portray through the printed page, the advantages to be derived from the more generous use of their products and services."

KABEL ITALIC



THIS Italic has just arrived. It is the first and ONLY sans-serif italic available, just as the Kabel was the first and best of all modern gothics. . . The italic is now stocked in all sizes from 6 through 48 point for immediate delivery. Kabel Bold Italic is on the ocean and will be available in January. Send for specimens.

Continental
 Typefounders Association, Inc.
 216 East 45th Street
 NEW YORK CITY

The Little Schoolmaster's Classroom

A SALES manager's unwarranted optimism recently caused the discharge of 150 factory hands and thereby furnished the Schoolmaster with an excellent subject for Classroom discussion.

About a year ago two companies were merged. The sales manager of one of the companies resigned and the sales manager of the other became director of sales for the whole merged organization. He was what is humorously known as a high-powered executive. Making an examination of sales records he found that prior to the merger the two companies had sold 5,000 units a year.

"Our quota for 1929," he announced in his best high-powered manner, "will be 10,000 units."

So aggressive was he that he convinced the somewhat bewildered board of directors against their collective will. More men were hired and the factory went to work on a 10,000 unit basis.

The fiscal year ended recently. The records show only 7,000 units sold, although nearly 10,000 have been made. The result is that recently 150 men were laid off—a polite term, in this case, at least, for being fired.

The aggressive executive, who should have been fired, still holds his job and talks loudly of 15,000 units in 1930. The Schoolmaster cannot help feeling that there is something slightly awry with a business which sacrifices 150 men because one man doesn't know his job.

Stuart Campbell, art director for Kenyon & Eckhardt, Inc., and president of the Art Directors Club of New York, recently told the Schoolmaster that he likes to have clients, particularly new clients, make rough layouts of proposed advertisements.

"Most such layouts," said Mr. Campbell, "are distinctly 'buckeye' but they serve an excellent purpose. They show me the units which the client thinks are essen-

tial to his advertising. Knowing these units, we can go ahead later and arrange them in the most effective manner. If we feel that there are too many units for a successfully laid out advertisement, we have an excellent basis for argument and a better chance that some of them can be omitted since the client himself can see on his own layout how cluttered is the effect when all are included."

Mr. Campbell's idea is unusual in a day when so many art and copy specialists are doing so much to throw an esoteric atmosphere around their activities. It is eminently sensible, however, since it tends inevitably to get client and art director on a common working platform where each can appreciate fully the work of the other.

* * *

At this time of the year, with the gift and giving season just around the corner, it seems particularly fitting to the Schoolmaster to reproduce the following statement of The Edison Electric Illuminating Company of Boston, Mass.

This statement is attractively engraved in a fine italic type on a card a little larger than letter size. The text on the card follows:

GIFTS AND ENTERTAINMENT

As one of those with whom we have enjoyed pleasant business dealings and mutual good-will, we feel you would like to know our attitude toward the practice of entertaining and making gifts to our employees by the vendors with whom they come in contact.

We strongly favor the trend toward eliminating this needless expense on the part of vendors, and feel that nothing more need be done by them to retain our good-will than to continue to properly care for the business allotted to them.

We greatly appreciate the expressions of friendly feelings and good wishes received, but we much prefer that employees of this Company should not receive personal gifts from those with whom we are doing business.

We hope you will understand our position in this matter, will co-operate with us, curb your generosity and save yourself this needless expense by refraining from making

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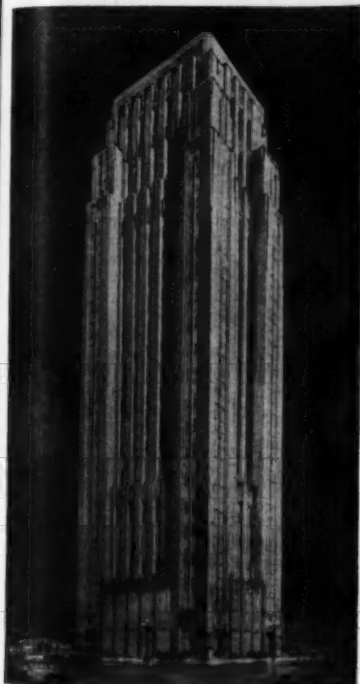
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EXPERT ADVICE on New Buildings

The Rand Tower
Minneapolis

Rufus Rand
Owner

Holabird & Root
Architects

BEFORE the Rand Tower of Minneapolis was constructed, a committee of experienced building managers met to advise on plans, materials and equipment. A. F. Zonne, President of Conklin-Zonne-Loomis Company, the owner's representative in the operation of the building, said: "We, as managers, know and fully appreciate the real value of these building planning committees. Owners planning new buildings will find this service of inestimable value." Nowadays building owners seek the advice of building managers who know from experience what products should be used so that a building can be more profitably operated. Wise manufacturers are including these men in their selling plans thru—



PORTER-LANGTRY CO., Publishers

Member A.B.C. 130 NORTH CLARK ST., CHICAGO Member A.B.P.

Eastern Office: 100 East 42nd St., New York City

WANTED—

A Young man who has had pretty good grounding and experience in copy and advertising production to head up a copy group in large Advertising Department of a national advertiser whose total advertising expenditures are more than \$2,500,000 annually.

The manufacturer is located in a city of 60,000 population about 150 miles outside of New York. Working conditions are unusually pleasant and this position offers a real opportunity for a young man who has got the stuff in him.

Salary to start \$3,000 or more, depending on the man.

Address "V," Box 124, Printers' Ink.

such gifts to any employee of this Company.

With most cordial good wishes,
Sincerely yours,
FRANK T. HITCHCOCK,
Supt. Purchasing
and Inter-Service Bureau.

Well put, not too long—and quite in the spirit and new attitude which modern business is taking to curb this practice. There are many ramifications to this subject which the Schoolmaster is going to ignore. Any few words on such a subject automatically run to great length—which is unnecessary since the problem and its conditions are known to all.

* * *

A recent experiment of E. T. Cunningham, Inc., will suggest a practical method to the Class for giving salesmen an appreciation of how and why window display advertising helps make dealer sales.

This company took its salesmen through the plant of a lithographer where the men saw all angles of window display production. Along with watching the actual labor that goes into the making of the physical display, they learned from an officer of the lithographing concern how much mental preparation preceded this work. The main thought put over was that the creators of window advertising are as intelligent as other merchandisers, as eager to build business for the dealer and thus indirectly for the salesmen, and as willing to work hard to make their materials of effective sales value.

What came of the talk and the trip through the plant was this:

Cunningham salesmen gained an appreciation of what is behind window displays which they might otherwise only casually have put into the dealer's hands. Having learned what lies behind such materials, however, each man could impress the merchant with strong reasons why window helps build business.

The salesman's own interest being so sincere, the dealer could not fail to sense the spirit behind the company's desire to have the material used. And the net was that Cunningham window pieces gained an exceptionally wide distribution, and salesmen so effective.

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A 5-ton truck or an electric toaster

*Whatever your product . . . you can profitably use the Bell System
Trade Mark Merchandising Service to tell consumers*

"Where To Buy It"



HERE is a merchandising service so broad in scope that it can be used alike for telling consumers *where* to buy automobile trucks or toasters.

. . . so flexible that it can be fitted *exactly* to distribution requirements: national or sectional, urban or rural.

. . . so direct it is in constant daily use in the homes and business establishments of millions of buyers—a convenient guidepost to local dealers.

The Bell System Trade Mark Merchandising Service fills a distinct business need. It has been welcomed—and is being used—by many of the nation's foremost firms.

As an added service for Bell System subscribers, it offers manufacturers an opportunity, never before available, of directing interested consumers—quickly and easily—to the places where their products

are sold and serviced. It has features which make it unique among merchandising aids. No matter what your sales plan involves . . . no matter what problem of distribution or merchandising confronts you . . . the Bell System Trade Mark Merchandising Service can probably be of value to you.

Companies with products as varied as coal and radio receiving sets, clocks and snap-fasteners, washing machines and duplicating machines, ice cream and insurance are already using it.

Your local Bell Company will gladly give you complete information. Just call the Business Office. Or write the Trade Mark Service Manager, American Telephone and Telegraph Company, 195 Broadway, New York City.



"WHERE TO BUY IT"

THE NEW SERVICE IN YOUR CLASSIFIED TELEPHONE DIRECTORY

SALESMAN WANTED

A Canadian printing house, recognized as a leader in its line, has an opening on its sales force for a decidedly outstanding man. He must have a well-rounded experience in advertising printing and selling.

He must be a success proven by a clear, clean record. He must have the education, personality and appearance to enable him to meet big men on an equal footing. He must be an indefatigable worker. He must be accustomed to earning from \$5,000 to \$15,000 a year.

He must have a constructive reason for desiring a change. To such a man we offer a rare opportunity with a backing and background for his efforts which will assure success and future earnings limited only by results.

Reply fully, stating claims to each of these qualifications. Your letter will be treated confidentially. Address: P. O. Box 2409, Montreal, Canada.

tively got across what they had learned about sales value of window displays that some dealers used the same Cunningham pieces over a period of seven to nine months.

Twice a year The W. I. Addis Company, Inc., Syracuse, N. Y., specializing in women's apparel, holds a private sale, which is announced to regular customers of the store by a carefully prepared piece of direct mail.

The Addis store believes that direct mail should carry its own message, but in order to increase the number of customers who will open the piece of mail and to create anticipation for these special announcements, it decided to use newspaper advertising to bring to the attention of its customers the fact that a worth-while letter was going to them in the mail. This newspaper advertising was run from one to two days before the piece was sent out.

The newspaper copy used does not reveal the contents of the direct mail but paves the way for it. Headed by the caption, "From the Postman's Mail Bag," the copy reads:

When the postman calls and leaves one of our invitations in your mail box you may be assured that it heralds a most extraordinary event.

In appreciation and gratitude of past dealings, several times a year, we send to our large list of customers announcements of specially prepared events, offering unusual opportunities for great savings.

These events are not "publicly advertised," for we desire to give our

Solicitors Wanted Eastern and Western Territory for THE INDEPENDENT WOMAN MAGAZINE

the official publication of
the National Federation
of Business and Profes-
sional Women's Clubs

Circulation—56,000 A. B. C.

Page rate, \$275 20% commission

Phone or write

MRS. ADELAIDE STEWART

"Independent Woman"

1819 Broadway - New York, N. Y.

Columbus 9927

Lumber Manufacturers

are reading the American Lumberman for sales ideas today as never before. Will your products help them increase sales by better manufacture or lower cost? Then, tie up your story to this dominant editorial note in the

American Lumberman
CHICAGO

Est. 1873

A. B. C.

When Albie Booth started barking the signals, the Yale team got going

MANY SALES organizations are made of championship stuff, but they never seem to make much headway till a human "spark plug" fires them into action.

You don't find these "spark plugs" hanging on Christmas trees or in the nonpareil type of the Want Ads, yet once in a while one of them is available . . . but not for long. Right now, we can put you in touch with such a man.

He's a solid, substantial citizen, and married . . . young enough to have vision yet old enough to act with mature judgment.

His experience covers the drug, hardware, department and chain store and specialty fields. He knows their problems and their personnel, and how to approach and conquer both.

But more than all else, he knows and understands men, especially salesmen . . . how to direct them, how to get the most out of them, how to keep their tails off the ground and their heads in the air when the breaks aren't coming so good.

He not only can formulate a sales policy, but carry it through as well. He never acts before he thinks, but he thinks fast. He'll be on the job every day, giving all he's got to his job. He likes a battle even when a competitor licks him.

Work doesn't panic him, failure can't depress him, and success hasn't spoiled him. So, if you've a position commensurate with his ability, an interview may be arranged through a man who has watched this man work. H. L. Roth, 175 Varick Street, New York. Telephone . . . WALKer 6391.

Artist

—Well established and progressive organization is seeking an A-1 visualizer and idea man who can draw figures well, make rough and finished sketches and is producing successful displays. He must have good taste, be up-to-date in his work and able to show samples. A good opportunity awaits such a man. Kindly write in confidence giving details, salary expected, etc. The men in our organization know of this ad. Please do not waste our time if you are an amateur.

Address, "C," Box 272, P. I.

COPY WRITER

Thoroughly experienced in Technical and Industrial Advertising is wanted by an old established Industrial Agency in New York City.

The position will pay well and the future offers a splendid opportunity for a man who knows his stuff.

Replies will be held confidential, but we would like to know something of your experience, your age, salary expected, and religion in your letter.

Address "X," Box 126
Printers' Ink

WANTED 3 "LIVE WIRES"

One of the leading companies in its field is seeking the services of three experienced salesmen to sell a popular novelty. One man will go to the West Coast, another will work between the Mississippi and the Rockies—the third will cover the territory east of the Mississippi. Unusual opportunity—salary and expense basis. Write, giving complete details of past experience. Address "Z," Box 129, Printers' Ink.

customers the privilege of exclusive selection.

Occasionally a customer inquires the reason she has not received an announcement of such an event, and upon being shown a copy of the mailing piece has made the remark that she discarded it without opening it, thinking it to be just another piece of advertising matter. However, these mailings are not "just ads," but each contains a message of real importance. For that reason we urge you to open all your mail.

If you are not sure that your name is on our mailing list—but would like it to be, come in and we will be glad to make certain that it is included—or you may call us by telephone.

This impresses the Schoolmaster as a very sensible and effective way of making a good piece of direct mail doubly effective. This advertisement has resulted, so the store declares, in the addition of many new names to the mailing list.

Like the first year of marriage, the first year of a customer's relations with a retail store seems to be the hardest. From figures recently compiled by the University of Oregon, it seems that a

Wanted FOOD PRODUCTS

Will consider a few National Brands; perishable brands only. Operate 90 trucks from New York City to Washington, D. C.

GOOD DISTRIBUTORS, INC.
42 21st St., Long Island City, N. Y.

THE LIMIT

of expansion in my present connection has been reached. 16 years in advertising, sales, publicity and promotion. Now executive in charge of weekly magazine reaching 200,000 people. Age 38, earning \$6000.00, worth more. Present contract expires January 1st. Have you a real opportunity for a creative man? Address

"Y," Box 127, Printers' Ink

ADVERTISING— SALES Manager

Now an executive of one of Philadelphia's leading organizations with a 12-year record of real results. Can you use his services? Address "W," Box 125, Printers' Ink.

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store loses 60 per cent of its new customers in the first year, and 31 per cent in the next two, three and four years. After a person has traded at a store for five years or more, the loss drops to 8 per cent.

These figures go to show how much the personality of the people in a store and the familiarity which customers build up with what the store carries counts in holding business. In other words, the longer a person deals with a store—and it might be said of a manufacturing company also—the less are the chances of losing that person's trade.

This again goes to prove, in the Schoolmaster's mind, that all sales efforts should not be devoted to getting new business, but that a good part should be used to get better acquainted with new customers and keep them satisfied during the first few years.

The Heath Aircraft Corporation, Chicago, has appointed the Dearborn Advertising Agency, of that city, to direct its advertising account.

SALESMAN WANTED

Somewhere there is a man with a good background of advertising and printing experience who feels that his present position is lacking in opportunities. He has made a real success of a big selling job. He has personality, appearance, education, self-confidence, determination and a much more than average capacity for work.

He has a clean record of achievement behind him and is looking for an opening where his future will be in his own hands, where results will tell. Our sales department offers just the place.

Reply fully, stating claims to each of these qualifications. Your letter will be treated confidentially. Address: P. O. Box 2409, Montreal, Canada.

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THERE IS A SANTA CLAUS

This is some discovery. But you can discover that the **STANDARD ADVERTISING REGISTER**—"The Red Book"—will put you in possession of all the needed information about **NATIONAL ADVERTISERS** and **ADVERTISING AGENCIES**. The **SERVICE** is constantly revised and with a system of weekly reports it is kept to date.

Quit Guessing—Get the Register!!

National Register Publishing Company

Eastern Offices

245 Fifth Avenue, New York
7 Water Street, Boston

Western Offices

140 So. Dearborn Street, Chicago
1226 Russ Bldg., San Francisco

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Advertising Agency has attractive offer for all-round advertising man who can secure one or two accounts. If you want to get into business for yourself without investing anything . . . grab this chance. Tell me about yourself. Box 967, P. I.

HELP WANTED

ARTIST WANTED . . . young man or woman with commercial training and some practical experience. Give complete details and salary expected. Box 968, Printers' Ink.

WOMEN wanted with newspaper experience who can write and sell biograph stories or shopping column. Do not answer if not free to travel. \$50 weekly to start. Box 982, Printers' Ink.

WANTED—ADVERTISING SOLICITOR ON HIGH-CLASS MONTHLY TRADE PAPER. Agency acquaintance necessary. No objection to other papers. Commission. Box 971, Printers' Ink.

ADVERTISING SALES MANAGER with selling ability. High-grade man, for established business paper published by old organization. Salary and commission. Give experience in detail in first letter. Box 978, Printers' Ink.

WRITER WANTED

Semi-technical man with direct mail experience who can write good sales copy on a variety of accounts. Send samples, state salary. McCormick-Armstrong Co., Wichita, Kans.

WANTED: Agency Production Manager, to assume charge of department. Must be A-1 copy man and able to get production out right and on time. Must have Agency experience as Manager or Assistant Manager. Box 970, P. I.

Advertising Solicitor—Young man, to cover New York City and Jersey on National Industrial publication. Leader in its field. Salary and commission. Should be acquainted with manufacturers and agencies. Write for appointment, giving full information regarding past experience. Address Box 230, G. P. O., New York.

ADVERTISING MANAGERS COPY AND LAYOUT MEN

seeking opportunities register with us. Interviews and correspondence confidential. Executive Service Corp., 100 East 42nd St., N. Y. C. Ashland 6000. (Agency.)

ASSISTANT BUSINESS MANAGER

for group of well-known business papers: Knowledge of sales promotion methods and advertising copy work essential; agency experience desirable. Give full particulars, including salary desired, etc. Box 974, Printers' Ink.

COPY AND LAYOUT MEN

Exceptional opportunity. Should have at least six years' general advertising agency experience national accounts, including work on perfume, toilet goods, and food accounts. State age, education, experience, salary desired and reason for desiring change. Box 988, Printers' Ink.

ADVERTISING—An agency doing a volume business of classified and display advertising will consider applicants from advertising agency account executives and solicitors to help it branch out to a better type of clientele. To the right man a liberal profit-sharing arrangement will be made with a view toward taking him into the firm; strictly confidential. Box 980, Printers' Ink.

Printing Salesman Wanted—Must control upwards of \$50,000.00 business annually. The man we want is a real honest-to-goodness salesman who can show results. To such a man we offer a permanent and profitable connection with an assured future. Plant located in New Jersey, 40 minutes from New York. In replying, tell all about yourself. Your confidence will be respected. Box 969, P. I.

A. K. OSTRANDER (Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

THE MODERN WAY TO

ACQUAINT THE RIGHT MAN WITH THE RIGHT JOB

Sales Promotion Opportunity—The Brooklyn branch of a large concern, with factories and mills throughout the country, manufacturing a staple commodity, has an opening for a man between 25 and 30 years of age for sales promotional work in marketing specialties by mail. Experience in selling by mail and a natural inclination for this kind of work is essential. Moderate salary to start with excellent opportunity to advance. Write, giving full particulars of yourself, age, experience, nationality, salary expected to start and, if possible, a photograph of yourself to Box 987, Printers' Ink.

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ASSISTANT TO ART DIRECTOR—Medium-sized, rapidly growing Chicago advertising agency with reputation for doing striking and unusual work is seeking assistant for art director. Applicant must have artistic ability and training, talent for making rough layouts, preferably with knowledge of mechanics of typography and engraving. State age, experience, present connection and salary in first letter. Box 977, Printers' Ink.

ARTIST—

Medium-sized Dayton agency can use layout and production artist of experience on industrial accounts and direct mail. State salary expected, and send details about yourself and samples to 144 Lexington Ave., Dayton Ohio.

POSITIONS WANTED

Sales Promotion—A talent for creating a public consciousness of a product and educating them in terms of its service. 9 yrs. exp. Married. Age 32. Accustomed to assuming responsibility. Box 979, P. I.

Advertising Manager or Assistant A thinker . . . and producer. Diversified experience in mfg. and public utility adv. Now employed. Happily married; locate anywhere. Salary open. Box 975, P. I.

VISUALIZER — ART DIRECTOR

A high-grade man is available to agency or printer; New Yorker; go anywhere. Doe, Box 984, P. I.

LETTERING—LAYOUT

Nine years' experience in New York City, fast, good workman. Box 986, P. I.

PRINTING—Purchasing Agent, Production Manager, job, direct mail, publications expert knowledge typography, copy layouts, paper, presswork; practical printer; advertising executive; printing plant, corporation. Box 62, Station B, Brooklyn.

ADVERTISING MAN desires connection in or near Boston. Specialist on copy. Understands analysis, layout and production. Years of experience in foremost New York and Boston advertising agencies. Box 991, Printers' Ink.

ART DIRECTOR—VISUALIZER

Versatile, All-around Artist with Creative ability. 9 years' Agency, Publisher and Big-Store experience. Knows Production. Now employed. Seeks a full- or part-time connection in New York City. Box 989, P. I.

Advertising-Sales Assistant

Mr. Manufacturer: Here's a young man, 28, military college trained; forceful, analytical; personality an asset. Broad advertising, marketing, newspaper training. Wishes permanent connection progressive manufacturing organization in Metropolitan District. Available after January 1st. Highest credentials. Moderate salary. Box 985, Printers' Ink.

COPY WRITER, WHO IS SPLENDID LAYOUT MAN; national-direct mail—mail order outstanding experience with largest accounts; go anywhere. Box 983, Printers' Ink.

VISUALIZER — ART DIRECTOR

Agency trained. Twelve years' experience. Young and versatile. A-1 reputation. Box 972, Printers' Ink.

AGENCY TRAINED—she has learned to shift from coffee to furniture without stripping gears. Knowing mechanical production, she respects details, wants to write copy for an agency or help run advertising department. Box 976, P. I.

ARTIST—IDEA—LAYOUT MAN for agency, art service or lithograph house. Can produce barrels of good, original, modern ideas and layouts. Can visualize and create. International experience. References. Box 992, Printers' Ink.

ARTIST

Creative, with practical ideas. Fifteen years' agency, national advertising and art director experience. Good all-around man wants part-time or free-lance connections. Box 990, Printers' Ink.

MARKETING PLANS MAN

A plans executive with eleven years' experience in agencies desires a change for advancement. Especially familiar with drug and grocery markets. A competent writer; creative; works harmoniously with clients and co-workers; can direct field investigations that uncover real facts. Box 973, P. I.

SALES PROMOTION

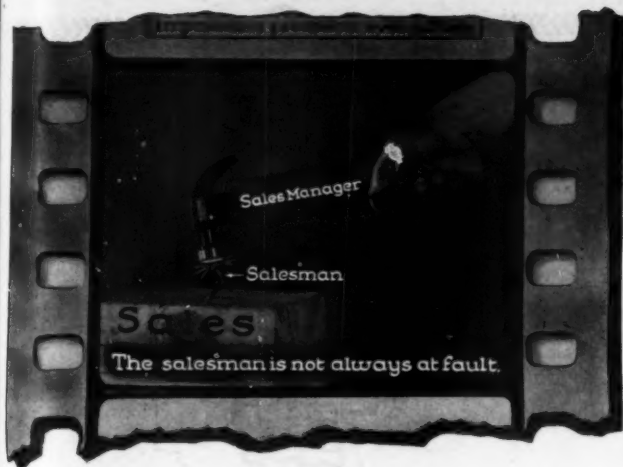
Experienced in creation, production and application of Sales Promotion and Advertising. Proven ability to develop and secure new business. Eight years' successful background in national field. Thorough knowledge of dealer problems, distribution and practical merchandising, use of direct by mail, newspaper and magazine copy, mediums, layout, art. Capable of assuming responsibility and producing results, with manufacturer or agency. Age 30, married. Box 981, P. I.

CAUTION!

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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Make It Striking

Simple pictures will hammer home your ideas.

Lighted pictures of the right kind make it easy for the men to understand and remember what you mean.

Fourteen years of experience has highly developed the skill of this organization in making sales ideas plain.

Let us show you how successful companies are using a proven training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides
New York, Chanin Bldg.—Detroit, General Motors Bldg.—
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales
and Service at Principal Points Throughout the United States.



Tribune Town

SPENDS

FORTY-TWO MILLION

A MONTH FOR

CLOTHING!

Ask a Chicago Tribune advertising man to tell you ALL about it!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, November, 1929
855,350 Daily; 1,206,989 Sunday